

Info Presentation // Communication Design 2020

# THINKING THE WORLD ANEW STUDYING COMMUNICATION DESIGN IN HAMBURG AND BERLIN

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# WELCOME TO COMMUNICATION DESIGN

## WHAT IS COMMUNICATION DESIGN?



### » **Communication is everywhere:**

apps, interfaces, websites, info-graphics, advertisements, exhibitions, books, magazines, logos, apps, interfaces, websites, info-graphics, advertisements, exhibitions and beyond.

» **Every day we encounter hundreds of visual messages.** They all influence our thoughts and actions, and not just on account with their aesthetic value.

» As a communication designer, you'll find the **best visual and creative expression** for all messages, through research, collaboration, discovery and execution.

# CHANGING ROLE OF DESIGNERS IN THE 21ST CENTURY

THEN

NOW

## CHANGING ROLE OF DESIGNERS IN THE 21ST CENTURY

THEN		NOW
OPERATOR	—>>>>	STRATEGIST

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THEN		NOW
OPERATOR	—>>>>	STRATEGIST
GRAPHIC DESIGNER	—>>>>	COMMUNICATION DESIGNER

## CHANGING ROLE OF DESIGNERS IN THE 21ST CENTURY

THEN		NOW
OPERATOR	—>>>>	STRATEGIST
GRAPHIC DESIGNER	—>>>>	COMMUNICATION DESIGNER
FOCUS ON VISUAL DESIGN	—>>>>	MULTISENSORY DESIGN

## CHANGING ROLE OF DESIGNERS IN THE 21ST CENTURY

### THEN

OPERATOR —>>>>

GRAPHIC DESIGNER —>>>>

FOCUS ON VISUAL DESIGN —>>>>

SINGLE ROLE (ART DIRECTOR) —>>>>

### NOW

**STRATEGIST**

**COMMUNICATION DESIGNER**

**MULTISENSORY DESIGN**

**MULTIDISCIPLINARITY**



## CHANGING ROLE OF DESIGNERS IN THE 21ST CENTURY

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OPERATOR	—>>>>	STRATEGIST
GRAPHIC DESIGNER	—>>>>	COMMUNICATION DESIGNER
FOCUS ON VISUAL DESIGN	—>>>>	MULTISENSORY DESIGN
SINGLE ROLE (ART DIRECTOR)	—>>>>	MULTIDISCIPLINARITY
SINGLE MARKET (ADVERTISING)	—>>>>	MULTIPLE MARKETS

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SINGLE ROLE (ART DIRECTOR)	—>>>>	MULTIDISCIPLINARITY
SINGLE MARKET (ADVERTISING)	—>>>>	MULTIPLE MARKETS
SINGLE TECHNOLOGY (PRINT)	—>>>>	MULTIPLE TECHNOLOGIES

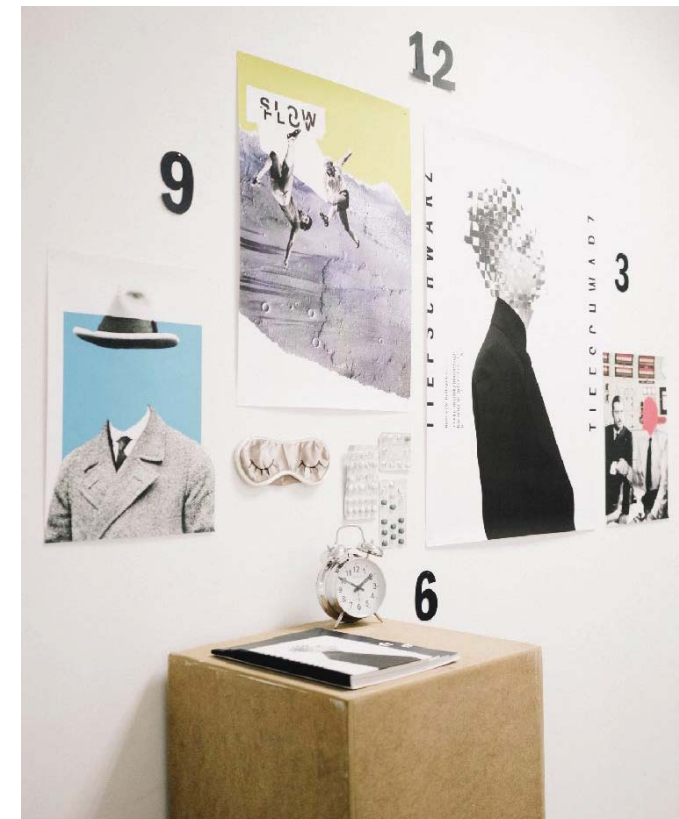
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SINGLE TECHNOLOGY (PRINT)	—>>>>	MULTIPLE TECHNOLOGIES
LOCAL REACH	—>>>>	GLOBAL REACH
FOCUS ON BRANDS, PRODUCTS AND TRENDS	—>>>>	FOCUS ON COMMUNICATION, USER EXPERIENCE, INTERACTION, PROBLEM-SOLVING, AND SUSTAINABILITY

## MOODBOARD COMMUNICATION DESIGN



## EMPLOYMENT PROSPECTS

### TITLES

Graphic designer, Visual designer, Brand designer,  
Interactive designer, Service designer, Exhibition designer,  
Art director, Copy-writer, Freelance designer...

### EMPLOYERS

Self-Employed, Creative Agencies, Design Agencies,  
Start-ups, Established Companies, Cultural Institutions...

### EMPLOYMENT SCOPE

Local, Regional, Global

## PROGRAM KEY SELLING POINTS

- » STUDY IN A GERMAN CREATIVE METROPOLIS
- » INTERNATIONAL ENVIRONMENT
- » FOCUS ON CREATIVE INDIVIDUALS
- » CROSS-MEDIAL PROBLEM-SOLVING
- » HIGHLY INTERDISCIPLINARY
- » FOCUS ON TEAMWORK, COMPLEXITY & INNOVATION

# WHAT IS LEARNING LIKE?



COMMUNICATION DESIGN Hamburg & Berlin 11/2020

## LEARNING EXPERIENCE



- » FOCUS ON INDIVIDUAL DEVELOPMENT
- » WORK WITH ANALOGUE + DIGITAL MEDIA
- » SHAPE OWN STUDIES
- » SMALL LEARNING GROUPS
- » FRIENDLY AND PERSONAL ATMOSPHERE
- » INDUSTRY PARTNERSHIPS
- » INNOVATIVE STUDIOS

## WHAT IS THE LEARNING LIKE?



» **Process-Oriented** We value the creative journey. Through research, ideation, prototyping and reflection, we support creative problem-solving and cross-medial design methods.

» **Community-Driven** We foster an open-minded learning environment with small groups, engaged faculty, and team work. With students and faculty from a variety of professional and intercultural backgrounds, we learn from and with each other.

## WHAT IS THE LEARNING LIKE?

» **Exploratory Practice** We encourage hands-on and digital risk-taking combined with a rigorous theoretical foundation. By bringing together craftsmanship with critical thinking, students develop the skills to look at, make, and speak about design.







» **Responsibility** We value the role of design in the world at large through a focus on innovative, sustainable, social and conceptual creative processes.

» **Creative Identity** We provide the means and environment for students to develop their own creative toolkits, feeding curiosity and a pathway to grow personally and professionally.

## STUDIOS AND LABS

\_PHOTO STUDIOS

\_DARKROOM / LIGHTROOM

\_ARSENAL

\_ANIMATION STUDIO

\_VR / AR LAB

\_FOUNDER'S GARAGE

\_GAME LABS

\_PRINT LAB

\_SCAN LAB

\_LIBRARY

\_MOTION LAB

\_GALLERY SPACE

\_SOUND STUDIO (BER)

\_MEDIA SPACES ATELIER (BER)

\_EYETRACKING / 3D LAB (BER)

\_GREEN SCREEN STUDIO (BER)

\_PRINTMAKING LAB (BER)

\_SILKSCREENING (HH)





## STUDIOS AND LABS



## PROFESSORS AND LECTURERS

The faculty of the Communication Design offer a **range of expertise**.

We come from areas as **diverse** as advertising, branding, editorial, web and app development, exhibition design, speculative design, curating, fine art, printmaking, and creative writing. We are all proven experts in our respective fields and are prepared to lead students to **tackle the challenges** in 21st century design.



# STUDENT HIGHLIGHTS





## DESIGN FOUNDATIONS

FORMAL DESIGN METHODS, CONCEPTUAL APPROACHES, DESIGN THINKING, EXPERIMENTATION & MESSAGE-MAKING.







## LANGUAGE & TYPOGRAPHY

RELATION BETWEEN TYPE AND LANGUAGE, HAND-RENDERED AND DIGITAL, STATIC AND DYNAMIC MESSAGING



# Wir wissen auch nicht warum es Kuchen heißt!

[www.niangao.de](http://www.niangao.de)



## Die Legende von Niangao

Am 23. des letzten Monats besucht der Küchenglott die Familien in China. Diese berichten ihm alles, was im vergangenen Jahr passiert ist. Vor allem interessiert ist der Küchenglott an den negativen Geschehnissen, wie Streit und Lügen. Mit diesen Informationen macht er sich auf dem Weg zum Jade Imperator, um ihm Bericht zu erstatten. In der Hoffnung, dass der Küchenglott nur Gutes weiterträgt, beschenken sie ihn mit NIANGAO. Diese Tat zahlte sich immer aus, da die Götter diese Speise lieben. So bedeutet NIANGAO ein Hoch für das neue Jahr.

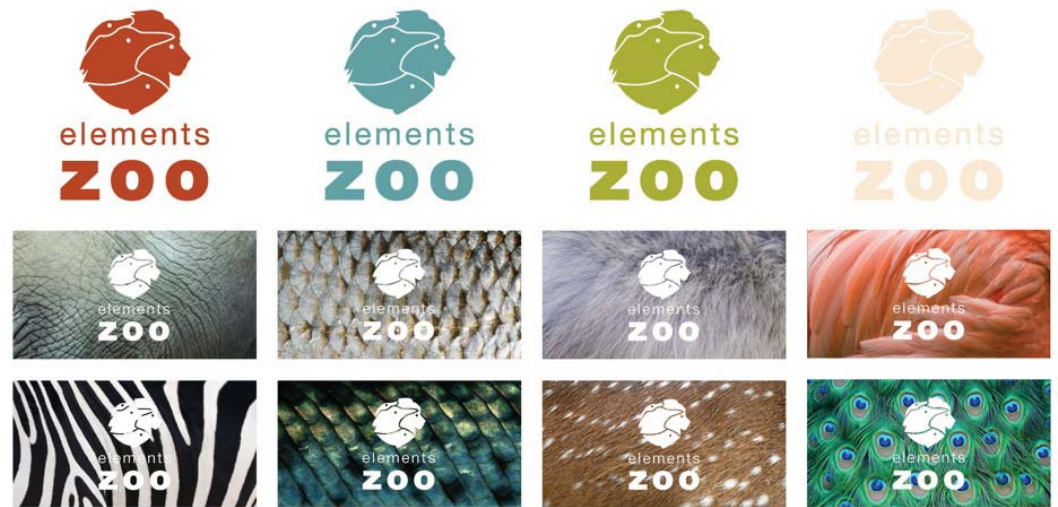
## NARRATIVE, IDENTITY & COMMUNICATION CONCEPTS

CREATIVE & TECHNICAL SKILLS APPLIED TO COMPLEX STORIES ACROSS VARIOUS MEDIAL FORMATS  
(ADVERTISING, EDITORIAL, PACKAGING, SERVICE-ORIENTED AND BRANDING CAMPAIGNS)













## **USER EXPERIENCE AND INTERACTION DESIGN**

HUMAN-CENTRED DESIGN APPLIED TO THE DIGITAL REALM OF INTERACTIVE EXPERIENCES  
(APPS, WEBSITES AND OTHER INNOVATIVE POSSIBILITIES)







## 9 2 3 4 5 TAGE MEER WEIDE

Rauschende Wellen des Meeres und Blätter, die mit dem Wind wehen, schaffen eine unvergleichbare Atmosphäre. Beständig gegen Gezeiten, Geschichte und Wetter steht seit 1765 eine Weide am Meer und erlebt dabei nicht nur das Leben anderer, sondern beeinflusst den Moment eines jeden. An einem Ort, wo Menschen hin flüchten, um Ruhe zu finden, wo sie ins Meer gehen und danach nie wieder gesehen werden und wo die Liebe bis in die Ewigkeit besiegelt wird, steht über allem ein Baum und breitet seine Arme für jeden aus. Mit jedem Jahresring altert sie ein Stückchen mehr und die Vergänglichkeit des Lebens bekommt auch sie zu spüren. Doch die Geschichten vom Leben wird sie bewahren, so lange es geht.

### ADVANCED DESIGN OFFERINGS

FLEXIBLE OFFERING OF ADVANCED DESIGN PROJECTS ADDRESSING CRITICAL ISSUES IN THE FIELD  
(DESIGN AND SPACE, INTERDISCIPLINARY DESIGN, INFORMATIONAL DESIGN, SERVICE DESIGN, CRITICAL DESIGN)



## ELEMENTS

PATRYCJA JEDZ, 6. SEM



## LÉMAN

MARIKA LEHMANN, 4. SEM



Léman ist ein Modelabel, das Haute Couture Kleider, sowie hochpreisige Prêt-à-porter Bekleidung für Damen kreiert. Die Haute Couture Kleider der Kollektion beinhaltet Kleider aus zarten, fließenden schwarz-weißen Chiffon. Die Ausstellung befindet sich auf dem Dach der Grand Palais in Paris. Auf dieser befinden sich zwei stilisierte Modelle, die den Backstagebereich wiederfinden. Das äußere Modell ist aus schwarz verchromten Wänden des Innenbereichs, das innere Modell ist aus Silber.



## VIBES

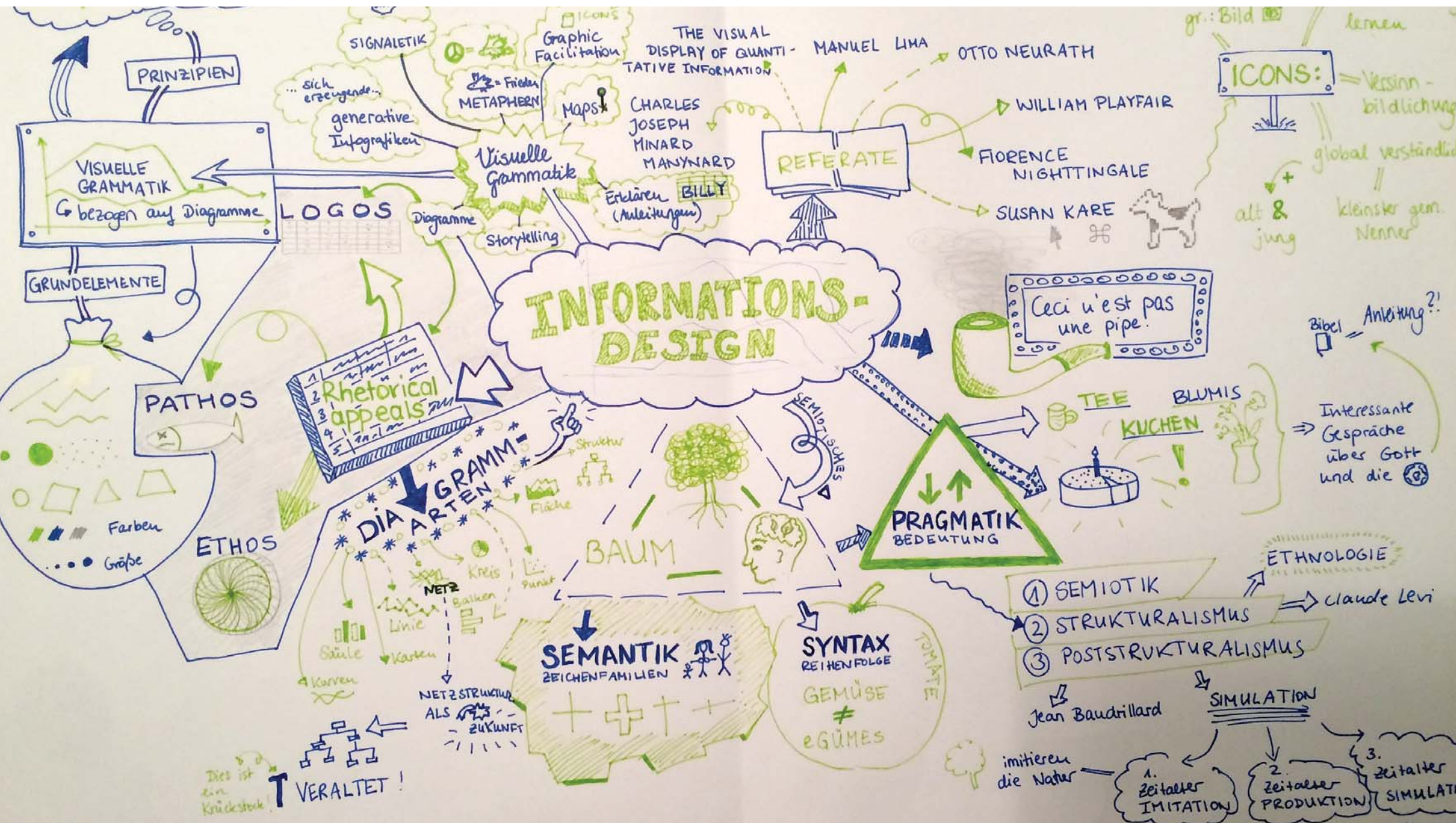
ALEXANDRA DIMITRAKI, 4. SEM



VIBES is smart casual. It alludes to the characteristics of typical sportswear by its choice of material. Functionality is less important but it's light and futuristic look. It is a collection of vitality and timelessness.











# OUR GRADUATES



## OUR GRADUATES



Students have gone on to work internationally, nationally, and locally within creative, cultural and commercial contexts such as:

» as designers, developers, and artistic directors at established **agencies**

» as in-house designers within the growing **start-up** scene, the **cultural** sector or **entrepreneurial** ventures.

» building up their own creative **studio practice** or **collaborations**.

» choosing to study further in **MA programs** such as in Visual Experience Design, Innovative Design Management, Media Spaces, Media Studies and Fine Art.



Ze new Germanetric sans by **HANNES VON DÖHREN**,  
**CHRISTOPH KOEBERLIN** and the **FONTFONT TYPE DEPARTMENT**.  
Strong, simple, bold and created with utmost  
consideration and precision. True to geometric  
tradition, contemporary for today's needs.

#### **HANNES VON DÖHREN**

During his studies, Hannes von Döhren discovers his passion for typography and began developing fonts. He is founder and director of the internationally successful font studio HvD Fonts >> [www.hvdfonts.com](http://www.hvdfonts.com)





**EMMA SKANNING, MADALEINE BERG AND LANA BELTON**

This trio of graduates founded the creative agency **Studio Skulptur**, focused on strategy-driven, distinctive graphic design and branding solutions, as well as expertise in illustration and sculpture. [www.studioskulptur.com](http://www.studioskulptur.com)



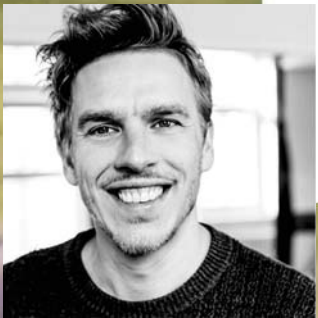


PROJEKTE

AGENTUR

KONTAKT

# Labamba



Ideen-Agentur & Produktion

**FELIX SCHULZ**

Founder of the agency Labamba (<https://www.labamba-agency.com>). According to the WuV (<https://www.wuv.de/>) Labamba is one of the upcoming top ten creative agencies in Germany.



# BERLIN & HAMBURG NOW!



## HAMBURG NOW! MEDIA CITY



Located in the middle of Altona's creative scene, our Hamburg campus is just a few jumps away from the Elbe's riverside beach. The striking historical building boasts cutting-edge technology and is the gateway to the Hanse city's wide world of agencies and publishing houses. Hamburg is considered Germany's #1 Media City, a great place to start your studies, and build your career.

The Elbe beach, Reeperbahn, trendy Schanzenviertel, and multicultural Altona – Hamburg not only has a spectrum of diverse city districts, it is also home to people from all walks of life. This hanseatic city is known for its open-mindedness and international attitude and it also offers lots of water, green landscapes, and culture to ensure you can enjoy your leisure-time activities to the fullest.



## BERLIN NOW! CREATIVE CAPITAL



Capital, world metropolis, creative center of Germany, and more: Berlin is an international magnet for producers of culture. Loads of museums of international prestige shape the metropolis – and their audience. World-class culture, politics, media, and science are at home here, and they are always in lively interaction. To be in Berlin means to be where the action is.



Our campus lies right at the heart of the multicultural metropolis, in the immediate vicinity of Potsdamer Platz. Located in the “in” district of Kreuzberg, the Berlin campus offers the ideal link to life in the big city. Thanks to public transportation, you can easily reach all areas of Berlin.

# IMPORTANT FACTS & CONTACTS

## WHAT DO I NEED IN MY PORTFOLIO?

- IDEAS
- VISUALIZED IN DIFFERENT FORMS SUCH AS:
  - Sketches, collages, logos, packaging, photography, paintings, illustrations, websites, posters, advertisement, animation, video, sculpture, and beyond
- COMBINATION OF TYPE AND PICTURES
- DIFFERENT STYLES E.G. SAME IDEA VISUALISED AS AN ILLUSTRATION, POSTER, AND PHOTO COLLAGE
- SHORT TEXT EXPLAINING YOUR IDEAS
- A LETTER OF INTENT

## IMPORTANT FACTS

- HAMBURG IN **GERMAN**; BERLIN IN **ENGLISH**
- THERE ARE **TWO INTAKES** PER YEAR (FALL/SPRING SEMESTER)
- **INTERNSHIP** OR **STUDY ABROAD** SEMESTER REQUIRED
- **TRANSFER CREDITS** ACCEPTED (APPROVAL FROM PROGRAM LEADERS)

### INTAKE AS OF WS2020 (REFORM)

- THE PROGRAM RUNS **6 SEMESTERS** = 180 ECTS
- EACH SEMESTER RUNS FOR **16 WEEKS, TWO SEMESTERS** PER YEAR
- CA. **18 HOURS** INSTRUCTION PER WEEK



## CONTACTS AND RESPONSIBLE

### BERLIN

**Prof. Emily Smith**

Program Coordinator CD/KD

Program Leader CD

[emily.smith@ue-germany.de](mailto:emily.smith@ue-germany.de)

### HAMBURG

**Prof. Ubbo Kügler**

Program Leader KD

[ubbo.kuegler@ue-germany.de](mailto:ubbo.kuegler@ue-germany.de)

# THANK YOU!