University of Europe for Applied Sciences (Innovation Hub)

Generative Design & AI

Study details

Course type: Master's degree
Degree: MA in Generative Design & AI
Study mode: Full time
Duration: 12/18 or 24 Month

Cost of study

Cost : 12 000 EUR
Reg. fee : N/A EUR
Scolarship :
Insurance : N/A EUR

Intake/s

Mar/Sep

Requirements

Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**
  Undergraduate degree (Bachelor's, MBA, or Master) officially translated to English or German
- **CURRICULUM VITAE (CV)** (Dated & Signed)
- **COPY OF PASSPORT** (SCANNED)
- **MOTIVATION LETTER** (MIN 500 WORDS)
- **PORTFOLIO** - Prepare up to 10 examples of your best creative work. The Generative Design & AI programme accepts applicants from a wide variety of fields, but is most suited to those who already have a digital design background. Due to the technical nature of the programme, coding skills are a plus, but not necessary for admittance. Please include a CV detailing your education and professional practice.
- **LANGUAGE PROFICIENCY**
  English language certifcate
  – IELTS 6.0 overall / B2 Level
  – TOEFL iBT72
  – TOEFL ITP (paper based) 543
  – Pearson Test of English (Academic) 59
  – Pearson Test of English (General) Level 1
  – Cambridge English Advanced and Proficiency 169 overall
  – Cambridge Exam First (FCE) B2 CEFR = First (FCE), 160
  – TOEIC Listening 400, Reading 385, Speaking 160, Writing 150
  – PASSWORD 6.0
  – EF SET (50-minute Test) 60 (only for students applying with a MOI letter)
  – Duolingo 105

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Accommodation
Speciality

Spotlight Module: "Generative AI"

The Generative AI module stands as a cornerstone in our project curriculum, offering students a deep dive into the fundamentals of artificial intelligence-powered **generative design**.

Additional information

Mastering Innovation with AI and code

The MA Generative Design & AI is a graduate course where students master the use of cutting edge generative AI platforms, and **code-based generative design**, to **develop** visual content and **digital products**. **With** its emphasis on the latest **artificial intelligence tools** (Midjourney, DALL-E), Generative Design & AI future-proofs graduates with a unique skill set that ushers in a new form of creative making that is both innovative and in very high demand across a variety of industries.

Generative Design & AI graduates can expect to create digital content for social media, fashion, advertising, sports & entertainment, and digital products for the health and wellness, and retail industries.

The master's is a practice-led programme that is the first of its kind in the world to train designers on the latest and most exciting generative AI programmes. Applicants with prior degrees or industry experience in UI/UX design, communication/graphic design, product design, or any technology related field who are looking to supercharge their creative skills are encouraged to apply.