



## University of Europe for Applied Sciences (Hamburg) Visual Communication

### Study details

**Course type:** Bachelor's degree

**Degree:** BA in Visual Communication

**Study mode:** Full time

**Duration:** 36 Month

### Cost of study

**Cost :** 12 700 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

### Intake/s

Mar/Sep

### Requirements

## Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**  
Or equivalent occupational diploma officially translated to English or German
- **CURRICULUM VITAE (CV)** (Dated & Signed)
- **COPY OF PASSPORT** (SCANNED)
- **MOTIVATION LETTER** (MIN 500 WORDS)
- **PORTFOLIO**  
Submit 8-12 work samples showcasing your strengths in visual communication, such as drawings, sketchbooks, collages, photographs, moving images, interactive projects, websites, and other creative endeavors. Include a brief reflective text for each work. Sketchbooks are also welcome.

### English language certificate

- IELTS 5.5 overall
- TOEFL iBT60
- TOEFL ITP (paper based) 498
- Pearson Test of English (Academic) 56
- Pearson Test of English (General) Level 1
- Cambridge English Advanced and Proficiency 162 overall

- Cambridge Exam First (FCE) B2 CEFR, First (FCE), 160
- TOEIC Listening, 400, Reading 385, Speaking 160, Writing 150
- PASSWORD 5.5 overall (no less than 5.0 in each component)
- EF SET (50-minute Test) 51 (only for students applying with a MOI letter)
- Duolingo 100

## Accommodation

## What can you expect

- Animations Studios
- Green Screen Studios
- Motion Lab
- TV Studio
  
- Radio Studio
- Screen Printing Workshop
- Photo Studios
- Sound Lab
  
- Print/Scan Studio
- Teleprompter and LED
- Dark Room
  
- Editing Room
- Equipment Library
- Rentable equipment
- Mac Pools etc.

## Additional information

## Crafting Vision, Shaping Perception

In an increasingly digitised world, media does not simply reflect our reality, it significantly shapes and alters it. Our Visual Communication Bachelor's programme offers a **practice-oriented** education that will equip you with the design skills of the future.

Using our modern **studios for video, virtual reality, animation, print and prototyping**, you have the opportunity to bring your ideas to life, under the guidance of experienced lecturers. You will work with the latest design software and learn to creatively **utilise** the potential of modern **AI** applications in your work.

The media world will continue to face significant challenges in the coming years. Some of the topics we will explore in this programme include **technological advancements**, automation, artificial intelligence and their impacts. For this purpose, we have developed a versatile and comprehensive curriculum. Through our multimedia approach, integration of AI applications, and focus on interdisciplinary skills such as storytelling, we can optimally respond to future developments.

You will become a sought-after professional in the media and advertising industry, ready to actively shape visual communication's future.

**Other specific professions are, for example:**

- Art director at agencies, communication companies, publishing houses,
- Motion designer,
- Curator, social media editor, content creator,
- Graphic designer,
- Strategist or consultant.