



SRH University (Cologne)

Communication Design Dual (German)

Study details

Course type: Bachelor's degree

Degree: BA in Communication Design Dual

Study mode: Full time

Duration: 42 Month

Cost of study

Cost : 8 240 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Start of studies:

Winter semester

Requirements

Entry Qualification

High school / secondary education

The entry qualification documents are accepted in the following languages: English / German.

Upload your electronic copies during the application process

Language Requirements

German

These are our requirements for German language skills:

- DSH exam (level 2)
- TestDaF (TDN 4 in all subtests. If one subtest has grade 3, it can be compensated by grade 5 in another subtest, total at least 20 points)
- Goethe certificate C1 or C2 (minimum grade 2)

- telc C1 or C2 (minimum grade 2)
 - telc C1 Hochschule
 - Language diploma (level II) of the Conference of Ministers of Education (KMK), also called DSD II
 - Assessment test of a Studienkolleg, German exam part
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Other Requirements

- A relevant portfolio is required
- Portfolio with about 10-15 own design works (drawings, pictures, graphics, photos, or scribbles)
- Certificate of general university entrance qualification or advanced technical college entrance qualification (if no certificate yet, the latest interim report is sufficient)
- Alternatively, a professional qualification can enable admission
- Curriculum vitae
- Copy of ID / passport
- At the start of studies: Training contract with a practical partner company

Accommodation

Additional information

Overview

In today's world, which is permeated by countless communication channels and design elements, the way information and ideas are conveyed is crucial to our perception and interaction. The dual study program B.A. Communication Design offers in-depth training in this dynamic field by combining theoretical foundations with practical experience in the working world.

During the course of your studies, you will be introduced to various facets and methods of visual communication, with a particular focus on the demands and challenges of commissioned communication. The program places special emphasis on visual media and interaction, teaching you

skills in a range of design techniques – from traditional graphic design and analog/digital photography to film production and web design.

By combining academic education with practical experience in companies, you will learn how to visually represent complex messages and communicate them effectively across different platforms. The curriculum includes areas of study such as representation and design techniques, advertising psychology, typography, design ethics, illustration, film production, and interactive media. The goal is not only to sharpen your creative and technical skills but also to develop a deep understanding of how visual content can resonate with audiences.

Additionally, the program offers numerous opportunities for specialization in areas such as editorial design, photography, film and animation production, illustration, and creative coding. This individualized profile development, combined with the practical experience you gain in partner companies, prepares you optimally for a successful career in the field of communication design and beyond.

Career Opportunities

As a specialist in visual design, you will find a wide range of career opportunities after completing the dual B.A. Communication Design program. Your expertise is in demand in communication departments of large companies, advertising agencies, design studios, the media and cultural industries, and public institutions. This broad spectrum of employment reflects the universal applicability and necessity of your skills in today's professional world.

The dual study approach of this program combines academic learning with practical work experience. As a result, you not only gain a solid theoretical foundation but also the ability to apply your knowledge directly in practice. This combination prepares you perfectly for a smooth entry into the job market and offers a significant competitive advantage.

Career prospects and possible areas of work after graduation:

- Communication Designer
- Art Director / Creative Director
- Graphic Designer
- Multimedia, Screen, Interaction, and Animation Designer
- Editorial Designer
- Designer in Brand, Trade Fair, and Event Communication
- Designer in Film and Photography Production