



SRH University (Berlin)

User Experience Design and Content Creation

Study details

Course type: Bachelor's degree

Degree: Bachelor of Arts (B.A.)

Study mode: Full time

Duration: 42 Month

Cost of study

Cost : 9 450 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct

Requirements

English language requirements

- TOEFL 87 ibt (direct entry)
- TOEFL 79 - 86 ibt (with additional agreement)
- TOEIC 785 (Listening/Reading 785, Speaking 160, Writing 150)
- IELTS/IELTS ONLINE (academic) 6.5 on average - please see Language Centre guidelines if results differ
- CAE (grade A, B, or C)
- CPE (grade A, B or C)
- Pearson English Test Academic (PTE-A) 59 points
- Linguaskill: 176 - 184 (CES) - all four skills required
- Duolingo 110 points

General Requirements

- ? General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- ? Proof of English language proficiency
- ? Curriculum Vitae with a current passport photo
- ? Copy of your identity card or passport

Accommodation

Dormitory - 1 000 EUR per month

Additional information

Thanks to your UX Design Bachelor's programme, you are able to analyse user needs in the context of digital product development and derive usage requirements.

You know how to professionally evaluate and manage the complex development of digital products during the individual stages of the design process.

Our User Experience Design programme also helps you become an expert in content strategy, ensuring long-term success in the digital marketing mix.

Apart from gaining a deep insight into the user-centric design of digital experiences, you know how to plan and produce high-quality content.

In addition, you get to strengthen your soft skills in projects and expand your horizons and expertise during your internship or semester abroad.

The User Experience Design and Content Creation programme prepares you for the requirements of product and self-development, usability and content production - especially with regard to aspects such as values, emotional digital design and cultural differences

With your degree in B.A. User Experience Design you will work as a

- UI/UX designer,
- art director,
- digital artist,
- video and creative producer or
- content creator.

You can also work as a

- motion designer,
- editor,
- 2D/3D technical artist or
- in multimedia and video editing.

The Bachelor's degree programme in User Experience Design and Content Creation provides comprehensive knowledge and skills in the areas of design, communication and media production. Students start with the basics of design and expand their knowledge through modules such as project management. Practical projects promote creative strategies and digital storytelling, while modules such as usability engineering and digital brand design offer in-depth insights.

There is a particular focus on user experience and creating content for different media formats, including social media, video and podcasts. Students will also learn methods of self-management and the application of technologies in interactive environments for VR/AR/MR. Other topics include the effects of artificial intelligence and media law.

In the 5th semester, students apply their knowledge in a free project and an internship or semester abroad. The programme concludes with a Bachelor's thesis in the field of user experience design.

Overall, the programme prepares students to develop innovative solutions in the digital space and work successfully in the creative industry.

We will be happy to send you further information. You will also find the complete curriculum there.