



University of Europe for Applied Sciences

(Hamburg)

Design Leadership

Study details

Course type: Master's degree

Degree: MA in Design Leadership

Study mode: Full time

Duration: 12/18 or 24 Month

Cost of study

Cost : 12 000 EUR

Reg. fee : N/A EUR

Scholarship :

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** - A portfolio with work samples is welcome but only required from individuals with a design background. Additionally, we ask for responses to some questions explaining why this programme is the best fit for you.

- **LANGUAGE PROFICIENCY**

English language certificate

– 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

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

Form and lead creative processes

In our fast-paced world, design and creativity play central roles in the development of sustainable and meaningful products. Being a Design Leader means to take **responsibility** and define a vision for the **team**, for users and other stakeholders involved in the creative process. Good **Design Leadership** ensures that there is a passionate environment that encourages creativity, participation, and co-creation.

The new MA Design Leadership at the University of Europe for Applied Sciences (UE) will equip you with cutting-edge skills and knowledge to lead and empower creative teams in their effort to design better products, services, and experiences. Take your strong design background to the next level by acquiring the necessary **skills** to lead and manage creative teams. Your journey as a leader begins here.

Career options with a degree in Design Leadership

Graduates work in a dynamically developing environment that requires exactly the skills they have acquired during their studies. They take on positions of responsibility in the communications and creative industries, where they focus in particular on strategic and operational tasks. Some prepare

themselves for independent work as freelancers or set up their own companies. Outside the traditional design professions, they work in interdisciplinary teams (and lead them) to support companies, organisations and institutions in the analysis, conception and implementation of strategic communication. For example as:

- Design strategist
- Design manager
- Design operation manager
- Innovation designer
- Design strategist user experience
- Chief Digital Officer
- Digital Transformation Officer