



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.