



University of Europe for Applied Sciences

(Innovation Hub)

Visual & Experience Design

Study details

Course type: Master's degree

Degree: MA in Visual & Experience Design

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** - Please send us up to 10 examples of work that demonstrate artistic, conceptual, formal, or technical skills. We accept a variety of different fields: architecture, visual communication, product design, game design, exhibition design, interior design, sound design, motion design, event installations, and performance. Submitted portfolios can also demonstrate a basic digital understanding of creative coding, as well as analog works such as collages, sculptures, and animations.

Please include a brief descriptive text for each piece, detailing your process and implementation.

- **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

Additional information

Design digital products

The design profession is in constant flux. Design must not only be equally contemporary and traditional but also encompass the world of new digital media. More and more companies are relying on visual and experience design in the development and marketing of their products, brands and services, actively involving their customers in the digital transformation. The product becomes visually and tangibly present. Various senses are engaged, but the most important remains the visual allure, crucial in communication. Therefore, the master's in visual and experience design combines technological know-how with creative design, making it essential for launching your career in the field.

Study Visual & Experience Design and build a career.

In our Master's programme in Visual & Experience Design, students gain an understanding of innovations in the realm of digital, computer-assisted, and physical interactions that permeate our daily lives. All topics are taught in consecutive clusters, enabling students to grasp theories, apply them to **real contexts**, and devise entirely new scenarios. This course focuses on fostering critical awareness of the **balance between creative, commercial, and business considerations** to develop visual narratives using a variety of tools and graphic elements.

The international design industry is in search of talents adept at delivering functional and appealing user interfaces (**UI**) as well as crafting sustainable user experiences (**UX**). The fusion of skills in advanced visual design along with methods applied in a **user-centered design scenario** forms the core of the programme at UE.

Potential areas of employment may include: Visual & Experience Designer, Brand Designer, Service Designer, Experience Designer, Product Design Developer, Design Strategist, Creative Director, and Entrepreneur.