



## University of Europe for Applied Sciences

(Hamburg)

### Design & Management Studies

#### Study details

**Course type:** Bachelor's degree

**Degree:** BA in Design & Management Studies

**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**  
The following are supplementary requirements from the individual degree programmes.

#### ***Film & Motion Design***

5 – 8 work samples in which the moving image is the focus – be it filmed or animated, digital or analogue. All kinds of picture series (storyboards, flipbooks) and also other creative projects are welcome. Videos as MP4, Vimeo or YouTube links.

#### ***Communication Design / Visual Communication***

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.

## ***Digital Product Management / Design & Management Studies / UX/UI Design***

A portfolio with samples of work is welcome but not required.

### ***Game Design***

5 – 10 work samples made by you: Concept sketches, storyboards, collages, renderings and other design projects are welcome. Additionally either a digital game (.exe as ZIP) or a written game concept (1 page).

### ***Illustration***

15 samples of work – in addition to illustrations and drawings, a sketchbook and other projects that demonstrate interest in the subject area are also welcome. We also like to see themed series and concept sketches.

### ***Photography & New Media***

2-3 series of photos and fewer individual images (all in all at least 20 images). The photographic projects can be supplemented by other media such as videos, drawings and graphic design.

#### **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

## Combine management skills with design expertise

Critical Thinking and Creativity are increasingly among the top skills that organizations seek in young talents\*. Learn them here!

The rapid rise of Generative AI is leading to significant but exciting changes in the creative industries. These changes require professionals who have a deep understanding of the creative process, a **human-oriented and ethical mindset**, empathy for users, and a responsible approach towards forming a more sustainable future. In the BA Design and Management Studies, we form highly versatile professionals who become the driving force behind creative innovation processes and can combine managerial skills and organizational talent with creativity and design thinking. Future **job profiles** include positions in Design **Management** in internal Design- and **Marketing Departments**, in creative **agencies or consultancies**, or as **Project Managers** in commercial and **cultural institutions**.

Our BA Design & Management Studies programme is therefore one of the most innovative programmes currently offered!

## Career opportunities with a degree in Design & Management Studies

Graduates work in a constantly changing environment that demands the skills they have acquired during their studies. You take on positions in the communication and creative industries, where you deal primarily with strategic and practical tasks. Whether employed or freelancing, you will also work in teams outside the traditional design professions to support companies, organizations and institutions in the planning, development and implementation of communication strategies. Examples of possible fields of activity:

- Design Strategist
- Design Manager
- Design Operations Manager
- Innovation Designer
- Design Strategist for User Experience