



ILLUSTRATION B.A.

FOR ILLUSTRATORS AND ILLUSTRATIVE DESIGNERS

STUDY PROGRAM

Developing sketches, picture ideas and illustrations. Designing, drawing and animating. The internationally recognised bachelor degree course teaches you a multitude of illustration techniques and conceptual know-how.

You learn how to express messages with pictures in the context of classical graphic design, how to use analogue and digital photography, live-action and animated film and the internet in a meaningful way.

Part of your curriculum is narrative drawing aside from advertising psychology, typography as well as photography, digital layout and storyboarding. You develop your own style and insight on why an illustration is attractive. We teach you how to illustrate different media content and how to format information graphically. You draw, sketch, colour and create collages. You put your ideas to paper or develop multidimensional picture worlds on the computer for different media formats.

CAREER OPPORTUNITIES

The Bachelor Degree Illustration (B.A.) offers a professional basis for immediate career entry. In addition, you have access to many Master Degree courses at home and abroad. Graduates have a variety of career options.

As experts in illustrative design you are equally in demand by advertising agencies, agencies for communication, the media, cultural facilities and State institutions.

Occupational fields
Illustrator
Graphic Designer
Editorial Designer
Interaction Designer
Animation Designer
Packaging Designer
Art Director
Creative Director

FACTS

Start of semester

Summer semester (1 April) or
winter semester (1 October)

Course duration

6 or 7 semesters

Form of studies

Fulltime with an internship
included either in Germany or abroad

Credit Points

180 bzw. 210 ECTS

Degree

Bachelor of Arts

Costs

690 Euro per month

Language of study

German / English



COURSE PROGRAM ILLUSTRATION B.A.

1st Semester General Studies	2nd Semester Illustration	3rd Semester Illustration	4th Sem. Illustration	5th Semester Illustration	6th Semester Illustration (optional)	7th Semester Illustration
Presentation and design methodology	Techniques I: Basics	Techniques II: Print media	Mobility Phase	Project-oriented Design I: Editorial Illustration	Next Generation Media	Project-oriented Design II: Integrated design
Typography I	Typography II	Motion Graphics for Illustration I		Motion Graphics for Illustration II	Excursion	Editorial Design II
Programme teaching	Illustration I: Conception	Illustration II: Narration		Interactive Infographics	Competition	Foundation/Law/Ethics/History
Communication sciences/media theory	Character Design	Economic Sciences	Project Illustration	Editorial Design I	Editorial Design II	Scientific Colloquium
Cross Media Design I	Cross Media Design II	Cross Media Design III		Cross Media Design IV	Cross-media Design V	Bachelor thesis
Fundamentals of photography	Trans-disciplinary Offer I	Trans-disciplinary Offer II		Trans-disciplinary Offer III	Trans-disciplinary Offer IV	
30 ECTS	60 ECTS	90 ECTS	120 ECTS	150 ECTS	(180 ECTS)	210/(180) ECTS

☐ Compulsory module ☐ Elective module ☐ Trans-disciplinary module (complete offer from SRH Berlin University of Applied Sciences)

APPLICATION + ADMISSION

Admission requirement is a general higher education entrance qualification, advanced technical college entrance qualification or proof of vocational qualification pursuant to Section 11 BerlHG (Berlin University & College Act). The application process for the degree course B.A. Illustration requires that aside from the written documents you submit a portfolio (15 – 20 pieces of creative work) as well as attend an admission interview.

FEES AND STUDY FINANCE OPTIONS

Aside from the monthly study fees, we charge a one-time registration fee of Euro 200. Each semester includes a discounted VBB semester ticket. As a state-recognised private education institution, students of the design akademie berlin can apply for financial assistance according to BAföG (Federal Education and Training Assistance Act). You can get more information about financing options (student credits, education credit programmes, part-time jobs) from our Study Advisor.

ABOUT US

Since 2007, our state-accredited private university has been offering Bachelor and Master Degree programmes in German and English in the subjects Communication and Design at the innovative location Aufbau Haus in Berlin-Kreuzberg. The integration of practical projects, mobility phases, regular participation in competitions, close cooperation with project partners from science and industry as well as individual support beyond the end of the programme, in particular, set us apart. The SRH Hochschulverbund (partnership of universities) – a strong network: The university is one of ten SRH Universities with 12,000 students across Germany and nine locations at home and abroad. It is owned by SRH Higher Education GmbH.

STUDY ADVISOR

design akademie berlin
SRH Hochschule
für Kommunikation und Design

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GET TO KNOW US PERSONALLY

+ TRY B.A. TRIAL DAYS
+ PORTFOLIO PREPARATION COURSE
+ OPEN HOUSE

For further information and dates contact:
www.design-akademie-berlin.de