

STPO-GDVK STUDY AND EXAMINATION REGULATIONS

Study and examination regulations of study programs awarding the degree of

***Bachelor of Arts (B. A.) in
Graphic Design and Visual Communication***

by

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I Preamble

- 1) Based on the *Berlin Higher Education Act* ('Berliner Hochschulgesetz', abbr. 'BerlHG') in its version from July 26, 2011 (GVBl. 378 ff.), last amended by Article 1 of the law of September 14, 2021 (GVBl. p. 1039), and based on its '*Basic Study and Examination Regulations*' for Bachelor's study programs ('RStPO-Bachelor'), *MU – Media University of Applied Sciences* enacts the following specific '*Study and Examination Regulations*' (abbr. 'StPO-GDVK') for its Bachelor's study program '*Graphic Design and Visual Communication*' (abbr. 'BA-GDVK') which awards the degree of a *Bachelor of Arts* (B. A.).
- 2) The numbering of the chapters of this document runs parallel to the numbering of the chapters of the specific '*Study and Examination Regulations – Master*' (StPO-Master) for study programs which award the degree of a *Master of Arts* (M. A.) resp. *Master of Science* (M. Sc.), to keep cross-references between these regulatory documents easily comprehensible.

II General Topics

§ 1 Scope and Content

- 1) The herewith enacted *Study and Examination Regulations* for the Bachelor's program '*B. A. Graphic Design and Visual Communication*' (StPO-GDVK) set the rules, in accordance with § 1 sect. 3 RStPO-Bachelor, for the main contents, the respective weightings (by ECTS credit points), and the course of the modular study phases as well as the provisions and procedures of the different forms of the study program:
 - The non-dual study forms ,classic' and ,classic+' which lead to the academic degree of a '*Bachelor of Arts*' (B. A.)
 - The dual study form with additional professional training ('*ausbildungsbegleitend*') in its ,cooperative' (,kooperativ') and ,inter-company' (,überbetrieblich') variants which lead to the academic degree of a '*Bachelor of Arts*' (B. A.) as well as to the professional degree, awarded by the Chamber of Commerce (IHK), of a '*Media Designer*', specializing in '*Conception and Visualization*' or '*Design and Technology*' (in German: '*Mediengestalter/in Digital und Print*', Fachrichtung '*Konzeption und Visualisierung*' oder '*Gestaltung und Technik*').
 - The dual study form with integrated practical work ('*praxisintegriert*') which leads to the academic degree of a '*Bachelor of Arts*' (B. A.) and combines academic studies with practical work in a company instead of an internship or a vocational training.
- 2) The *Study and Examination Regulations* are complemented by the study specific curriculum of the program, which determines the following:
 - its modules, timeframe, and study/examination course
 - a curricular introduction to its content-related and methodical structure
 - a module manual with descriptions of the formal structure and contents of all study modules

- 3) For aspects which are not determined in this specific *Study and Examination Regulations*, the respective regulations of the *Basic Study and Examination Regulations* for Bachelor's study programs (RStPO-Bachelor) at HMKW apply.

§ 2 Admittance Regulations

- 1) A design study course places particularly high demands on the creative and design potential of its students. Therefore, in addition to the formal requirements of Section 1 of the '*ZgS Bachelor*' and the general descriptions of the admission procedure in Section 2 of the '*ZgS Bachelor*', applicants for the '*B. A. Graphic Design and Visual Communication*' program must give evidence, in specially developed tasks of the admission process, of their capability to aesthetic-analytical reflection and to solve specific design-oriented problems creatively and independently.

III Study Achievements

§ 3 Standard Study Period and Study Forms

- 1) In accordance with § 4 sect. 3 RStPO-Bachelor, the standard periods of study for the '*B. A. Graphic Design and Visual Communication*' program in its non-dual form are:
- non-dual form '*classic*', full-time: 6 semesters
 - non-dual form '*classic**' ('*classic-plus*'), full-time: 7 semesters
 - non-dual form '*classic*', part-time 8 semesters

This includes the practice phase, the Bachelor's thesis, and the final Bachelor's colloquium, respectively.

- 2) In accordance with § 4 sect. 3 RStPO-Bachelor, the standard period of the dual study program '*B. A. Graphic Design and Visual Communication*' with additional professional training, which leads to the Bachelor's degree as well as to a professional degree approved by the German Chamber of Commerce ('IHK') is, as a full-time course, 8 semesters resp. 12 semesters as a part-time course, including the practice phase, the Bachelor's thesis and the final Bachelor's colloquium. This regulation applies to both variants of this study form:
- The '*cooperative*' ('*kooperativ*') study form, with an integrated vocational training based on an apprenticeship contract according to BBiG ('*Berufsbildungsgesetz*') as well as
 - the '*inter-company*' ('*überbetrieblich*') study form with an integrated industrial placement based on an internship contract.

Both variants have the same standard periods of study in their full-time resp. in their part-time form.

- 3) In accordance with § 4 sect. 3 RStPO-Bachelor, the standard period of study for the degree program in '*B. A. Graphic Design and Visual Communications*' in the dual practice-integrated form of study, which combines the academic studies with relevant work activities in a company, is 7 semesters in its full-time mode resp. 9 semesters as a part-time course., including the practice phases in the respective company, the Bachelor's thesis and the final examination colloquium.
- 4) The time regulations for the distribution of the modules and sub-modules over the semesters, which are contained in the general course schedules ('*Studienverlaufspläne*') as part of the curriculum, determine the

standard case. In justified cases, deviations from this regular planning are possible, e. g. a distribution of the modules of the *classic* study variant over seven instead of six semesters (including an internship semester).

- 5) The 'B. A. Graphic Design and Visual Communication' program can use German or English as instruction and work language, at all HMWK locations, depending on demand. In any case, an English-language program is only a variant of the German version in another language, not a new, independent program.

§ 4 ECTS Credit Points

- 1) In accordance with § 5 sect. 2 RStPO-Bachelor, the Bachelor's program 'Graphic Design and Visual Communication' awards in its *non-dual* study forms
 - ,classic', in its full-time as well as part-time mode, a total of 180 ECTS credit points, and
 - ,classic+' (,classic-plus'), in its full-time mode (a part-time mode does not exist) a total of 210 ECTS credit points.

This includes all study achievements in the context of internships, the writing of the Bachelor's thesis and the final Bachelor's colloquium.

- 2) In accordance with § 5 sect. 2 RStPO-Bachelor, the Bachelor's program 'B. A. Graphic Design and Visual Communication' awards in both *dual* study forms *with additional professional training* (which is only possible full-time), in the ,cooperative' (,kooperativ') as well as in the ,inter-company' (,überbetrieblich') variant, a total of 210 ECTS points. This also includes all study achievements in the context of the internship or vocational training, the writing of the Bachelor's thesis and the final Bachelor's colloquium.

- 3) In accordance with § 5 sect. 2 RStPO-Bachelor, the degree program 'B. A. Graphic Design and Visual Communication' comprises in its *dual practice-integrated* study form (which is only possible in full-time) a total of 180 ECTS credits. This includes all study achievements to be completed as part of the practical work projects, the writing of the Bachelor's thesis and the final colloquium.

- 4) The weighting of the study achievements, i. e. the allocation of ECTS credit points to each study module, is determined in the curricula of the different forms of the study program 'B. A. Graphic Design and Visual Communication'.

- 5) All module examinations and the final Bachelor's Examination of the study program 'B. A. Graphic Design and Visual Communication', in its full-time as well as in its part-time based form, have to comply with the relevant paragraphs of the 'Basic Study and Examination Regulations' ('Rahmenstudien- und -prüfungsordnung – RStPO-Bachelor') for Bachelor's study programs of HMWK. To meet the special practical and creative demands of design studies, the following complementations of the five legitimate types of examination, determined in § 6 sect. 4 RStPO-Bachelor are valid:

- a. *Term tests* require reproductive, transfer, and problem solving efforts, under supervision, in a rather tightly limited time-frame. For most modules of design study programs, pure knowledge tests are less expedient than in other study programs. They can be reasonable, though, in modules which are highly theory-laden. Apart from that, term tests of advanced design study programs can contain not only theoretical, but also practical, creative problem solving assignments, e. g. to develop the concept of a corporate identity, to create a layout grids for editorial designs etc.
- b. *Presentations and project reports* can take the form of explanations of practical design results, created either by the candidate him/herself or by others.

- c. The core assignment of *written papers* and *practical projects* can be, to document the development phases and present the end results of a creative process.
 - d. *Oral examinations* can center around creative works of students, which have to be critically analyzed and reflected upon.
 - e. *Portfolio exams* in design programs usually include design exercises, one or more presentations, written concepts, documentation and more extensive design implementations.
- 6) Design oriented study programs like HMKW's GDVK are characterized, in comparison with most other study programs, by their high emphasis on conveying practical, creative competences, in addition to theoretical knowledge and analytical skills. In order to assess if these learning outcomes of manual craftsmanship and creativity, of functional and aesthetic problem solving capabilities are reached, each Bachelor's Thesis of the study program '*B. A. Graphic Design and Visual Communication*' must comprise theoretical-reflective as well as practical-creative parts. Hence, neither purely theoretical nor purely practical Bachelor's theses are permitted.
- The *theoretical* part must consist of at least 25 pages of continuous text.
 - The minimum size of the *practical* part of a thesis cannot be reasonably specified, though, since type, media, and character of possible practical tasks can differ too much. If justified, the practical part of the thesis has to be supplemented *with a documentation* (in addition to the theoretical part of the thesis), which explains the design process and describes the creative end result.

§ 5 Practice Phase

- 1) The required minimum duration of the internship as part of the *non-dual* study form of the '*B. A. Graphic Design and Visual Communication*' program is regulated as follows:
 - The curriculum of the '*classic*' study form integrates a 24-week internship.
 - The curriculum of the '*classic**' ('*classic-plus*') type of study integrates a 48-week internship
- 2) The required minimum duration of the practice phase as part of the *dual* study form *with additional professional training* of the program '*B. A. Graphic Design and Visual Communication*' is regulated as follows:
 - The curriculum of this course of study contains a three-semester practical phase in a company, which is anchored in the curriculum as a mandatory component and which is declared either as a vocational training (*cooperative* form, in German '*kooperativ*') or an internship (*inter-company* form, in German '*überbetrieblich*') (see § 5 sect. 4 RStPO-Bachelor).
 - The internship of the *inter-company* ('*überbetrieblich*') variant can be shortened by one semester to a total of two semesters, provided that this does not jeopardize the achievement of the preparatory competency goals aimed at in the course of study.
- 3) The *dual practice-integrated* form of study in the '*B. A. Graphic Design and Visual Communications*' program does *not* include a practical phase lasting one or more semesters, which has to be conducted as an internship or apprenticeship. Instead, students in this form of study work in a company continuously, each semester in parallel to their studies. The two places of learning, university and company, are interlinked primarily through academic supervision of company projects. The time scope of the supervision hours in the form of SWS and the expected workload in the form of ECTS credit points is determined in the respective study plans ('*Studienverlaufspläne*') of the different study types and the module manual of the study program.

- 4) According to § 18 RStPO-Bachelor, in all forms of studies of the '*B. A. Graphic Design and Visual Communication*' program, in its *non-dual* forms as well as in its *dual* forms, the following applies: As a qualitative assurance measure, a term paper under the label 'practice work' has to be written at the end of
- either the *internship* (type of study: '*classic*', '*classic**', or '*dual inter-company*'),
 - or the *vocational training* (type of study: '*dual cooperative*'),
 - or each '*inner-company project*' (type of study: '*dual work-integrated*')

IV Concluding Provisions

§ 6 Inception

- 1) This version of the specific *Study and Examination Regulations* for the Bachelor's program '*B. A. Graphic Design and Visual Communication*' at HMKW replaces the previous version from October 01st, 2020.
- 2) It will be published at HMKW and takes effect on October 01st, 2022 for all students who are currently enrolled then or who will be enrolled after this date.