

# space&designSTRATEGIES

## **bachelor curriculum**

at Kunstuniversität Linz  
(University of Art and Industrial Design Linz)

Academic degree: Bachelor of Arts,  
abbreviated to: BA

Decision of the Art and Design Curricular Committee of 2 April 2003,  
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## I. Preamble

The space&designSTRATEGIES curriculum is designed as an interface between architecture, art, design, and media and deals with the topic of space in terms of a broad and dynamic understanding of the idea of space.

The focus is on social and public spaces; on cultural, political and media spaces; on communicative and interactive spaces; on virtual spaces; on overlapping and interfering imaginary and real environments; and on the impact on the implementation and use of these spaces by various user groups.

Students primarily learn to develop designs and to implement them competently. This includes both the artistic, theoretical, and interdisciplinary development of projects as well as the student's individual artistic engagement with a wide variety of spatial phenomena. Implementation is taught through the development of prototypical, artistic projects, resulting in material and digital works. The implementation part of the programme eventually leads to the development of new concepts of space and spatial use, as well as techniques for arranging and structuring space.

The curriculum is itself based on an INTEGRATED PROJECT STUDY. This means that the individual main focuses and various aspects of professional practice that students work on in the PROJECT STUDY are linked each academic year or semester to a specific thematic complex. This thematic complex is interdisciplinary in nature, applies to all students at all stages of the programme, and forms the central focus of the core art subject. Study groups and teamwork are an important part of the learning process, as are external lecturers, guest lectures and excursions.

## II. Qualification profile

### 1. Teaching and learning objectives

Objectives of the bachelor programme:

Students are provided with the fundamental knowledge and skills of space-related project development and implementation.

The spectrum ranges from individual objects to complex interventions to space-related designs. An important aspect of the programme is encouraging students to develop their own individual understanding of art, architecture, and design.

Besides the ability to conceptualise different concept-related spatial phenomena, another key objective of the programme is to acquire expertise in different material and manufacturing technologies. Specific approaches, the competent handling of materials, different design methods, and implementation and presentation techniques are all taught as part of the project work.

Students are expected to develop and realize designs using the latest digital media best suited to their project. In addition, students will learn to express themselves well in speech and writing, acquire communication and presentation skills, as well as develop implementation strategies.

### 2. Career profile

The space&designSTRATEGIES programme enables graduates to work in a wide range of professional fields. The goal is not to train students for one narrowly defined job profile, but instead to teach them to act in a reflective and professional way in response to constantly changing demands within broader and more open professional fields.

The following list of professional fields/specialist areas available to graduates does not purport to be complete, but rather is intended to represent the broad spectrum of potential job opportunities. Graduates of the programme are capable of doing the job both on the design and the production level.

Depending on their focus, students are introduced to the following professional fields/specialist areas during the bachelor programme:

Spatial creations	<ul style="list-style-type: none"> <li>- exhibitions</li> <li>- trade fairs</li> <li>- design and development of digital spaces</li> <li>- art installations</li> </ul>
Space strategies designs and implementations for complex spatial systems (for example, public space, landscape, spatial continuum)	<p>development and implementation of:</p> <ul style="list-style-type: none"> <li>- CI and CA space designs</li> <li>- landscape designs</li> <li>- virtual spatial systems</li> <li>- design strategies</li> <li>- analysis, design, and implementation of design objects up to the prototype stage</li> <li>- event and ephemeral architecture</li> </ul>
Design strategies Designs and implementations for complex design systems	<ul style="list-style-type: none"> <li>- eco-design</li> <li>- food design</li> <li>- sound design</li> <li>- design of virtual spaces</li> </ul>

Material technologies	<ul style="list-style-type: none"> <li>- creation of models, objects, and prototypes using proven and new materials and technologies</li> <li>- display in analog and digital form as well as different media</li> </ul>
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The graduates' craftsmanship and their knowledge of material technologies combined with their experience in using digital media also open up professional fields that are not strictly speaking related to space&designSTRATEGIES. Potential job opportunities for graduates include freelance or employed work for private and public employers in the areas of design strategy, art, and/or art theory (among others for museums, galleries, art collections, educational institutions) as well as for local communities, the private sector, education and cultural mediation, the media, the service sector and any other as-yet undefined professional fields.

### III. Structure of the Programme and Modules

The bachelor programme includes a 2-semester initial study phase and the 4-semester "Integrated Project Study". The programme is not divided into formal stages of study.

The bachelor programme allows students to set their own individual focuses and areas of specialisation.

#### 1. Allocation of ECTS credits in the bachelor programme

	MODULES	ECTS 180
a)	space&designSTRATEGIES modules	78
	space&designSTRATEGIES (core art subject)(KO)	54
	Transdisciplinary thematic approaches (AG)	18
	Project-oriented theory (VO + SE)	6
b)	Orientation modules	24
	Orientation workshops (WS)	12
	Introductory course (EK)	12
c)	Project Study modules	42
	Project Study workshop (WS)	27
	space&designstrategies excursion (EX)	6
	General theory (as available)	9
	<i>(electives from art theory, architectural theory, design theory, media theory and gender studies depending on the courses offered at the University of Art and Industrial Design Linz and other accredited higher education institutions)</i>	
d)	Complementary subjects	36
	Project Study technical/artistic skills (TK)	2
	Project Study excursion (EX )	4
	Conceptual strategies (VO+SE)	4
	Gender studies (as available)	2
	Theory tutorial (as available)	3
	Introduction to academic research (as available)	3
	Free electives (as available)	18

## 2. Suggested schedule of courses for the space&designstrategies bachelor programme

### 1st Semester

space&designSTRATEGIES module	12
space&designSTRATEGIES	8
Transdisciplinary thematic approaches	3
Project-oriented theory	1
Orientation module	12
Orientation workshop 2x3 ECTS	6
Introductory course	6
Complementary subjects	6
Conceptual strategies 2x1 ECTS	2
Project Study excursion 1x1 ECTS	1
Introduction to academic research	3

### 2nd Semester

space&designSTRATEGIES module	12
space&designSTRATEGIES	8
Transdisciplinary thematic approaches	3
Project-oriented theory	1
Orientation module	12
Orientation workshop 2x3 ECTS	6
Introductory course	6
Complementary subjects	6
Conceptual strategies 2x1 ECTS	2
Project Study excursion 1x1 ECTS	1
Free electives	3

### 3rd Semester

space&designSTRATEGIES module	12
space&designSTRATEGIES	8
Transdisciplinary thematic approaches	3
Project-oriented theory	1
Project Study module	12
Project Study workshop 3x3 ECTS	9
space&designSTRATEGIES excursion	3
Complementary subjects	6
Project Study excursion 1x1 ECTS	1
Free electives	5

#### 4th Semester

space&designSTRATEGIES module	12
space&designSTRATEGIES	8
Transdisciplinary thematic approaches	3
Project-oriented theory	1
Project Study module	12
Project Study workshop 3x3 ECTS	9
space&designSTRATEGIES excursion	3
Complementary subjects	6
Project Study technical/artistic skills	1
Free electives	5

#### 5th Semester

space&designSTRATEGIES module	12
space&designSTRATEGIES	8
Transdisciplinary thematic approaches	3
Project-oriented theory	1
Project Study module	12
Project Study workshop 2x3 ECTS	6
General theory	6
Complementary subjects	6
Project Study excursion 1x1 ECTS	1
Free electives	5

#### 6th Semester

space&designSTRATEGIES module	18
space&designSTRATEGIES	14
Transdisciplinary thematic approaches	3
Project-oriented theory	1
Project Study module	6
Project Study workshop 1x3 ECTS	3
General theory	3
Complementary subjects	6
Project Study excursion 1x1 ECTS	1
Gender Studies	2
Theory Tutorial	3

## IV. Course types

### **Lectures (VO)**

are courses devoted to presenting and transferring knowledge. They mainly take place in the form of talks given by the course instructor. There are three types of lectures in the space&designSTRATEGIES curriculum: introductory lectures, which provide an overview; theoretical subjects, which provide specialist knowledge while focusing on the current state of research; and project-oriented lectures, which offer relevant knowledge from a wide range of disciplines in a project-oriented, problem-specific and transdisciplinary way. Lectures may also be held in English.

### **Seminars (SE)**

are courses with ongoing assessment. They serve the purpose of joint reflection on and critical discussion of artistic and/or theoretical issues. Students' own contributions are an integral part of the course. The seminars in the core art subject of the bachelor programme are specifically devoted to reflecting on the work process and discussing the interim results of the artistic and theoretical project work as part of the space&designSTRATEGIES subject. Seminars may also be held in English.

### **Discussion courses (KO)**

The art instruction of the core art subject takes place in the discussion courses. They are devoted to discussing projects, particularly on the basis of presentations, as well as examining the specialist discourse on relevant art topics. Discussion courses may also be held in English.

### **Excursions (EX)**

serve the purpose of illustrating the material learned in the programme and offer students the opportunity to discuss and evaluate particular examples of art/design work and specific issues on site. Excursion may also be held in English.

### **Workshops (WS)**

are production-oriented, intensive courses devoted to specific aspects of the current project theme. The workshops in the Orientation module (orientation workshops) serve as an introduction to the focuses of the Project Study later in the programme. Workshops may also be held in English.

### **Working groups (AG)**

are found in the "transdisciplinary thematic approaches" course of the Project Study. As part of a study group, students work together on a project theme under the supervision of an instructor. This work includes stating the problem on the basis of research and discussion, developing concepts for implementing solutions, discussing and defining the project scope, collecting data and information on the project theme, elaborating the theoretical foundations, carrying out the project planning and project management, overseeing the production and production support, and writing any final documentation.

The "transdisciplinary thematic approaches" course acts as the framework and starting point for the students' group and individual project work. Participation in the "transdisciplinary thematic approaches" course on a year's theme/implementation project is a basic requirement for successfully completing the respective "space & design strategies" module. Working groups may also be held in English.

### **Introductory courses (EK)**

Introductory courses are preparatory courses that provide students with an introduction to the most important technologies and software applications and offer them the opportunity to practice using them. Introductory courses may also be held in English.



**Technical/artistic skills (TK)**

These are courses that provide specialized technical knowledge on specific problems of the student's project work. They are designed to help students improve their ability to apply this technical knowledge. Technical/artistic skills may also be held in English.

**Theory tutorial (LE)**

Special guidance and assistance on the theoretical components of the artistic/theoretical bachelor thesis project. Theory tutorials may also be held in English.

Other types of courses are possible in theory subjects and the free electives if courses are offered at other institutions/departments/universities.

<sup>1</sup> A study group consists of 5 - 8 students, depending on the scope and requirements of the respective project.

**V. Admission prerequisites and examination***1. Admission prerequisites for the BACHELOR programme*

General requirements in terms of the ability to study:

interest in education, basic ability to understand artistic issues and questions, critical interest in theoretical issues, and adequate ability to express oneself in speech and writing.

Specific requirements for the space&designSTRATEGIES programme:

basic ability to identify and formulate artistic questions - particularly with respect to spatial issues - and to adopt an appropriate problem-solving strategy; basic ability to develop creative ideas and to depict and implement them appropriately in different two- and three-dimensional media; and the ability to think conceptually.

*2. Admission examination for the BACHELOR programme*

The examination verifies that the student meets the admission prerequisites.

The examination is divided into three parts:

1. Submission of individual artistic and generally creative work samples.
2. Test - written (conceptual) and artistic (practical)
3. Interview with admission board

*3. Knowledge of German*

Students whose native language is not German are required to provide proof of German proficiency by no later than registration for the continuation of studies at the beginning of the third semester.

## VI. Examination rules

### *1. General examination rules*

(1) Course examinations shall be taken in every course listed in the curriculum except for those of the space&designSTRATEGIES module.

These examinations can take the form of presentations of works done within the course, as oral or written examinations, or as written papers. The course instructor shall announce the format of all examinations at the beginning of the course.

(2) In the bachelor programme, comprehensive board examinations shall be taken for the space&designSTRATEGIES modules.

The examination consists of the documentation, presentation, and discussion of an entire project from start to finish. The project of this examination is the same one as the project used in the discussion course of the core subject to study the process of development of a project. The subject examination takes the form of a board examination, consisting of instructors from the Project Study, as well as external experts, in some cases.

All the other modules are assessed based on the individual marks of the courses in the module.

(3) Seminars, discussion courses, and introductory courses are courses with ongoing assessment.

Assessment in these courses is not based on one single examination, but instead on the individual student's regular contributions to the course. Assessment on the basis of a single examination is not permitted.

Students receive a mark between 1 and 5 in seminars, discussion courses, and introductory courses.

(4) Students in workshops, orientation workshops, technical/artistic skills courses, working groups, theory tutorials, excursions, supervisions, and bachelor tutorials receive a mark of "participated with success" (pass) or "participated without success" (fail).

### *2. Bachelor examination*

Students of the bachelor programme are required to take a board examination in the student's core subject based on the space&designSTRATEGIES module of the student's last semester. Students are also required to write a theoretical component related to the student's bachelor thesis project.

Students must have a positive mark in all the courses required by the curriculum in order to take the examination.

The mark on the bachelor degree certificate is the same as the mark on the board examination on the last semester of the space&designSTRATEGIES module. This mark is determined based on the project implemented on the year's theme and the written theoretical component related to the project.

### *3. Bachelor thesis project*

The bachelor thesis project is an artistic/theoretical work and a written artistic/theoretical component. Both parts of the bachelor thesis project are completed in the space&designSTRATEGIES course (core art subject) and the content is based on the year's theme.

## **VII. Academic degree**

Students who successfully complete the space & design strategies Bachelor programme receive a "Bachelor of Arts" degree (BA).