kunstuniversitätlinz
Universität für künstlerische und industrielle Gestaltung

Bachelor programme curriculum

Graphic Design and Photography

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

Academic degree: Bachelor of Arts, abbr. BA

decision of the Curricula Committee of 15 March 2006

In accordance with the University Organisation Act (UG 2002, BGBl . Nr. 120/2002), the Senate of the University of Art and Design Linz adopts the curriculum for the bachelor programme Graphic Design and Photography in its present form.
published in the university gazette on 20 April 2006
republished in the university gazette on 7 September 2006
amended by decision of the Curricula Committee of 7 May 2008
amended by decision of the Curricula Committee of 9 March 2011
amended by decision of the Curricula Committee of 12 June 2013
approved by decision of the Senate of 19 June 2013
amended by decision of the Curricula Committee of 6 June 2018

Contents

1. Educational objectives and qualification profile

The bachelor programme *Graphic Design and Photography* at the University of Art and Design Linz comprises six semesters and offers a broad range of courses in the fields of textual, (audio)visual and photographic media. It allows graduates to realise independent artistic projects with respect to conception, creation, technique and organisation but also prepares them for work in creative industries.

1.1 Focus

The programme is positioned at the interface of text and image. It aims to make messages visible, understandable and useable and to connect them to society.

Nowadays, the production of artefacts is less important than the design of tools and systems through which people absorb and interpret information. The most crucial elements of complex matters must be made comprehensible.

The bachelor programme focuses on the design of visual media and examines the effects of texts in combination with images, especially photography, in analogue print media and digital on-screen applications. Reflection on the changing meaning of materiality, use of media and forms of communication constitutes an important component of the programme.

1.2 Educational objectives

The programme puts a focus on the design of text and visual material and the exploration of its effects in various media. By interlacing analogue and digital media, visual communication strategies and their creative methods are analysed. Students learn manual skills in combination with the possibilities of current technology on a conceptual and formal level.

The programme imparts the ability to conceptualise, realise and evaluate artistic projects and emphasises the importance of personal experience in the form of project-oriented artistic and creative work. Project scale and complexity increase during the course of the programme.

Students develop their ability for reflection by combining courses from the fields of art and cultural studies, media theory, design theory and gender studies. Independent work and personal initiativeto pursue and explore individual contents and subjects are expected. Cooperation with other departments allows for intellectual exchange, practice-oriented education and individual specialisation.

The programme aims to promote students' expressive capabilities and the skills to formulate, define and present their own ideas. Great importance is placed on transdisciplinary team work and communication skills. Students learn to present their own projects in the course of the programme.

1.3 Qualification profile

The bachelor programme *Graphic Design and Photography* imparts the ability to structure information and to illustrate key messages and meanings. Students develop creative visualisations of complex subjects and learn how to choose suitable media for communicating a message. They gain insight into the different forms of visual presentation and understand how audiences process and interpret information.

The programme forms the basis for further development of the acquired knowledge within the frame of a master programme. The acquired skills at the interface of text and image enable graduates to work in various professional fields which demand creativity and knowledge in media design (creative industries). Tasks include conception, design, creation and visual realisation of print media and screen-based applications or the production of photographs, stills and moving images. This qualification for commercial and artistic activities facilitates possibilities of combining these areas and the development of new fields of work.

2. Academic degree

Graduates of the bachelor programme *Graphic Design and Photography* receive the degree Bachelor of Arts (abbr. BA).

3. Programme structure

The bachelor programme *Graphic Design and Photography* at the University of Art and Design Linz usually starts in the winter semester.

3.1 Basic structure

The programme comprises six semesters (totalling 180 ECTS). Average workload is 30 ECTS per semester. The total of 180 ECTS is divided into the following fields of study:

Theorie — ECTS 18	
Kompetenzen für die Gestaltung von Medien — ECTS 60	Kompetenzmodul I–V
Experimentelles Labor — ECTS 24	
Projekte — ECTS 60	Projektmodul I–VI
Freie Wahlfächer — ECTS 18	
Summe ECTS **180**	

3.2 Fields of study

THEORY allows students to select courses on subject-specific theories offered by the University of Art and Design Linz from the fields of art theory, art history, cultural studies, media theory, gender studies etc. During the first four semesters of the programme, the course "Introduction to Scientific Methods" must be completed.

COMPETENCES teach basic knowledge of different media design techniques. The acquired skills enable students to realise their own projects. Courses can be chosen freely.

EXPERIMENTAL LABS expand on creative skills. Courses can be chosen more than once (with ECTS credits for each course). Students choose their own personal focus for the realisation of individual projects. They can select courses (worth a total of

12 ECTS) from the university's entire range of labs, which may vary from year to year.

PROJECTS offer students the chance to realise their own ideas employing their acquired skills regarding conception and creation. They use an individual approach to develop and realise their projects. Artistic and applied works, project-oriented thinking, and creative action and reflection are combined with individual specialisation.

FREE ELECTIVES are chosen freely from courses offered by the University of Art and Design Linz or another recognised domestic or foreign university.

3.3 Modules

The different areas of study are structured in modules (see 3.5)

The courses of the COMPETENCE MODULES focus on technical skills required for realising photographic and other creative works. These include computer-based design, observation and drawing, camera and lights, development of film in a darkroom, web design and tablet-based media design. The COMPETENCE MODULES ensure that students gain the technical skills needed for realising projects which continuously grow in scale.

The PROJECT MODULES allow students to develop their own creative and artistic works. Starting with the second year, PROJECT MODULES consist of EXPERIMENTAL LABS and PROJECTS. For each PROJECT MODULE, students must gain at least 6 ECTS from PROJECTS. The overall distribution of ECTS must reflect the programme structure according to point 3.1.

3.4 Programme overview and learning objectives

INTRODUCTORY PHASE
The first semester includes an introductory phase providing students
with orientation regarding programme contents.

1. YEAR

Courses starting with "Introduction to…" must be completed during the first year. The
course "Introduction to Scientific Methods" must be completed successfully before the
start of the fifth semester.

The courses COMPETENCE MODULE I and II impart basic skills. In parallel, PROJECT
MODULES I and II offer students an environment for their first individual creative
activities. PROJECT MODULES I and II introduce students to artistic work and have
them develop several small-scale projects. The combination of different courses allows
students to develop creative visual concepts and their skills regarding realisation and
reflection.

The courses of COMPETENCE MODULES I and II and the projects of PROJECT
MODULES I and II are completed by individual assessment.

2. YEAR

PROJECT MODULES in the second year consist of courses from EXPERIMENTAL LABS and
PROJECTS. Students are given a chance to specialise and to choose which classes they
want to combine independently.

The courses of COMPETENCE MODULES III and IV and the projects of PROJECT
MODULES III and IV are completed by individual assessment.

3. YEAR

In the third year, students continuously develop and realise their independent projects.
They create their own space of knowledge and experience by selecting EXPERIMENTAL
LABS and other courses in order to further develop their artistic and creative intentions.
They specify their techniques with respect to increasingly complex tasks. Realisation
corresponds to the requirements of the subsequent master programme. The courses of
PROJECT MODULE V are completed by individual assessment.

The last semester is reserved for the conception and realisation of the bachelor project.
PROJECT MODULE VI is completed by a board examination, which is also the bachelor
examination.

3.5 Suggested schedule

Modularisierung & exemplarischer Studienverlaufsplan:
Die einzelnen Studienbereiche sind in MODULE zusammengefasst.

		3	6	9	12	15	18	21	24	27	30 ECTS
1. SEM. 30 ECTS	Theorie 3 ECTS	Kompetenzmodul I (Einführende LVs) 18 ECTS							Projektmodul I 6 ECTS Zeugniserwerb: Einzelprüfungen		Freie Wahl-fächer 3 ECTS
2. SEM. 30 ECTS	Theorie 3 ECTS	Kompetenzmodul II 18 ECTS							Projektmodul II 6 ECTS Zeugniserwerb: Einzelprüfungen		Freie Wahl-fächer 3 ECTS
3. SEM. 30 ECTS	Theorie 3 ECTS	Kompetenzmodul III 12 ECTS			Exp. Labor: 3 ECTS	Projekte: mind. 6 ECTS		Projektmodul III gesamt: 12 ECTS Zeugniserwerb: Einzelprüfungen			Freie Wahl-fächer 3 ECTS
4. SEM. 30 ECTS	Theorie 3 ECTS	Kompetenzmodul IV 12 ECTS			Exp. Labor: 3 ECTS	Projekte: mind. 6 ECTS		Projektmodul IV gesamt: 12 ECTS Zeugniserwerb: Einzelprüfungen			Freie Wahl-fächer 3 ECTS
5. SEM. 30 ECTS	Theorie 3 ECTS	Exp. Labor: 12 ECTS				Projekte: mind. 6 ECTS		Projektmodul V gesamt: 24 ECTS Zeugniserwerb: Einzelprüfungen			Freie Wahl-fächer 3 ECTS
6. SEM. 30 ECTS	Theorie 3 ECTS	Exp. Labor: 6 ECTS	Projekt inkl. Bachelorarbeit: 18 ECTS					Projektmodul VI gesamt: 24 ECTS Zeugniserwerb: kommissionelle Prüfung			Freie Wahl-fächer 3 ECTS

Theorie gesamt: 18 ECTS

Freie Wahlfächer gesamt: 18 ECTS

3.6 Course types

Courses and corresponding examinations may be held in English without a German-language alternative. Depending on contents, different forms of teaching, learning and working are combined within the framework of the modules.

Artistic Project Class – Künstlerischer Projektunterricht (KP)
Lecture – Vorlesung (VO)
Exercise – Übung (UE)
Lecture and Exercise – Vorlesung und Übung (VU)
Seminar (SE)
Workshop (WS)
Excursion (EX)
Colloquium (KO)

Artistic Project Class (KP)
Artistic Project Classes are offered as integrated courses for students in various stages of the programme. Each student develops an artistic project depending on their educational level and receives counselling and supervision.

"Artistic Projects" are comprehensive independent works. Students realise them independently or in teams and present them publicly. Lecturers provide conceptual, creative, technical and theoretical advice.

Lecture – Vorlesung (VO)

Lectures systematically impart advanced knowledge. They give insight into the current state of research, subjects, problems and methods of each scientific and artistic field. Assessment takes place in the form of written tests.

Exercise – Übung (UE)

Exercises allow students to test, review and improve acquired knowledge using practical examples. Exercises refer to theoretical teaching contents or to concrete projects and require active student participation.

Lecture and Exercise – Vorlesung und Übung (VU)

"Lecture and Exercise" courses systematically impart advanced knowledge. The lecture gives insight into the current state of research, subjects, problems and methods of a specific scientific or artistic field. The exercise allows students to discuss, review and improve acquired knowledge. Lectures and exercises refer to theoretical teaching contents or to concrete projects and require active student participation.

Seminar (SE)

Seminars are at the interface of knowledge transfer and independent knowledge acquisition. Artistic and/or scientific dialogue improves students' articulation skills and helps them develop an independent position. Seminars allow for the reflection and critical discussion of specific scientific problems. They are based on the reading of literature, the discussion of theories and the analysis of artistic and cultural artefacts. Students' active contribution includes reading, research, presentations, discussions etc. Additionally, students write a seminar paper exploring artistic and scientific problems to improve their knowledge.

Workshop (WS)

Workshops impart specific theoretical knowledge and/or specific technical skills regarding scientific or artistic implementation. Depending on technical requirements and previous knowledge, the number of participants is generally limited to 15. Workshops are production-oriented compact courses with a focus on specific aspects of the current project topic.

Excursion (EX)

Excursions allow students to experience productions, exhibitions, problems or "landscapes" on-site and examine different cultural, infrastructural and/or technical conditions.

Colloquium (KO)

A colloquium facilitates advanced academic and artistic discourse as well as the joint development of current topics and problems. Theoretical and/or artistic

specialisation, critical review and analysis, development and discussion of thesis papers, individual works and participants' designs are the focus of this course type.

4. Examination regulations

4.1 Admission

Admission to the programme requires successful completion of the admission examination at the University of Art and Design Linz. This examination verifies applicants' artistic aptitude for the bachelor programme *Graphic Design and Photography* and consists of three parts:

1. Presentation of work samples (e.g. drawings, paintings, graphic designs, photographs, documentation of larger projects and installations, sketches, digital works). Work samples must be submitted in advance together with a curriculum vitae and performance reports. If the examination board's assessment is positive, the applicant moves to the practical exam.

2. The exam has applicants work on thematically relevant artistic assignments.

3. Interview with the examination board. Based on the submitted portfolio and the exam results, the board conducts an interview with the applicant (communicative competence).

If all three parts receive positive assessment, the admission examination is completed successfully.

The programme requires knowledge of professional image processing and vector graphic programs as well as Windows and/or Mac operating systems. Applicants whose skills are not sufficient at the start of the programme must acquire the relevant knowledge independently before the start of the second semester.

The attestation of artistic aptitude gained by passing the admission examination is valid from the start of the admission period for the following winter semester until the end of the admission period of the following year's winter semester.

4.2 German language proficiency

Students whose native language is not German have to provide evidence of their knowledge of the German language before the start of the third semester at the latest.

4.3 Examinations

Courses are completed with an examination corresponding to each course's teaching methods – e.g. oral, written or practical work. The examiner must disclose teaching contents and examination modalities on the *ufg-online* platform before the start of the semester. Students receive a graded certificate for successful completion.

4.4 Bachelor diploma

In the course of PROJECT MODULE VI, students develop their practical bachelor project as well as their portfolio. The project module is completed with the bachelor project which is assessed by an examination board. 10 days before the bachelor examination, all required records (except PROJECT MODULE VI) must be submitted.

The bachelor examination consists of four parts:

1. The artistic work of PROJECT MODULE VI. If the project work was developed in a team, each team member's contribution must be clearly identifiable.
2. Presentation of a portfolio of the projects developed in the course of the programme.
3. The written part of the project work, including documentation of the project work with an in-depth depiction of a specific aspect or the academic discussion of contents. Team projects require each member to produce their own, independently written part.
4. Oral presentation of the project in front of a board. (Prior submission of the written part is required.)

Candidates are only allowed to take the final board examination if parts 1 to 3 of the examination are completed. The examination board awards one overall grade for all four parts of the examination.