Hanze

## Programme

**Qualification awarded**
Bachelor of Arts

**Length of the programme**
48 months

**ECTS credits**
240

**Level of qualification**
Bachelor

**Mode**
Full-time

**Language**
Dutch, with parts in English, English

**School**
Arts, Design & Built Environment

**Locations**
Groningen

# Design, Major Graphic Design

**Profile of the programme**

The Bachelor degree programme Design comprises 240 ECTS credits (a first-year programme of 60 ECTS credits and a main phase programme of 180 ECTS credits). Over four years, students will learn everything they need to work as a designer.
*All courses, except for the final exam, within the Design programme are assessed by awarding either a V (voldoende – pass) or O (onvoldoende – fail).*

The programme is composed of compulsory units and elective units and is professional development orientated:

- In the first year, students will develop a broad view of design in a general sense. The year consists of five periods. Each period focuses on one of the majors.
- During the main phase, students will choose their own route. This can be a route focused on a particular medium, where they can choose from 6 majors. In the 6th profile ''Offroad'' student can combine a maximum of three profiles into a multidisciplinary profile.
- In the third year, students will also test their individuality in practice during a six-month period of one of the following options: an internship, an international exchange, practical projects, a research project, or a minor.
- The fourth year is the graduation year in which they further position themselves and graduate as a designer. they will work towards a joint exhibition with the work of all other exam candidates.

The degree programme equips the student with the competences required of a professional in the field of Design as mentioned below:
1. ARTISTIC CREATION - The student can initiate a visual work process and create work in which practice-oriented research has a place. With the work and with a working method, the student creates meaning.
2. RESEARCH AND REFLECTION - The student is able to critically and from multiple perspectives consider their own work and working method and that of others. This allows the student to deepen their own design or artistry, make it more layered and position.
3. CONNECTING WITH THE ENVIRONMENT - The student takes position as an artist/designer, both in terms of content and relation, in the (international) contexts in which they work.
4. WORKING IN A PRACTICE - The student is able to create conditions for his or her own work practice, in line with his/her own positioning. To this end, the student is able to organize and communicate with others.

The major **Graphic & Interaction Design** focuses on the diversity of media in the work-field of communication. This major offers the student the possibility to intensify his or her knowledge and skills in developing concepts for graphic design and realising the concept for web applications, books, magazine, posters or audiovisual applications, depending on the students own artistic choice and preferred discipline.

**Learning outcomes**

1. ARTISTIC CREATION
The student can initiate a visual work process and create work in which practice-oriented research has a place. With the work and with a working method, the student creates meaning.

2. RESEARCH AND REFLECTION
The student is able to critically and from multiple perspectives consider their own work and working method and that of others. This allows the student to deepen their own design or artistry, make it more layered and position.

3. CONNECTING WITH THE ENVIRONMENT
The student takes position as an artist/designer, both in terms of content and relation, in the (international) contexts in which they work.

4. WORKING IN A PRACTICE
The student is able to create conditions for his or her own work practice, in line with his/her own positioning. To this end, the student is able to organize and communicate with others.

## Programme

| **Design, Major Graphic Design** | **credits** |
|---|---|
| Year 1 | 60 |
| Block 1 | *15* |
| VGVP25SLGI1 - Studio-Lab/Graphic & Interaction Design | *5* |
| VGVP25SLIL1 - Studio-Lab/Illustration Design | *5* |
| VGVP25PDTGI1 - Professional Development/Theory Illustration, Graphic & Interaction design | *5* |

- Block 2 *15*
  - VGVP25SLSD2 - Studio-Lab/Spatial Design *5*
  - VGVP25SLPD2 - Studio-Lab/Product Design *5*
  - VGVP25PDTSP2 - Professional Development/Theory-Student Guidance SP *5*
- Block 3 *15*
  - VGVP25SLTB3 - Studio-Lab/Time Based Design *5*
  - VGVP25SLFA3 - Studio-Lab/Film-Animation Design *5*
  - VGVP25PDTTFA3 - Professional Development/Theory-Student Guidance TFA *5*
- Block 4 *15*
  - VGVP25SMC4 - Studio/Major of Choice *5*
  - VGVP25LMC4 - Lab/Major of Choice *5*
  - VGVP25PDTMC4 - Professional Development/Theory-Student Guidance MC *5*

Year 2 50

- Semester 3 *25*
  - VGVB25SGI1 - Studio 1 Graphic *10*
  - VGVB25LGI1 - Lab 1 Graphic *10*
  - VGVB26PDT1 - Professional Development/Theory-Study Portfolio1 *5*
- Semester 4 *25*
  - VGVB25SGI2 - Studio 2 Graphic *10*
  - VGVB25LGI2 - Lab 2 Graphic *10*
  - VGVB26PDT2 - Professional Development/Theory-Study Portfolio 2 *5*

Year 3 55

- Semester 5 *25*
  - VGVB25SGI3 - Studio 3 Graphic *10*
  - VGVB25LGI3 - Lab 3 Graphic *10*
  - VGVB26PDT3 - Professional Development/Theory-Study Portfolio 3 *5*
- Semester 6 Switchboard *30*

  *one of following courses*
  - Switchboard: Minor / International Exchange *30*
  - Switchboard Internship *30*
    - AMVB26PLIN1 - Switchboard Internship *30*
  - Switchboard Research project *30*
    - AMVB26PLRP1 - Switchboard Research Project *30*
  - Switchboard Major of Choice *30*

    *selection of following courses*
    - VGVB25STB2 - Studio 2 Time Based *10*
    - VGVB25LTB2 - Lab 2 Time Based *10*
    - VGVB25SSD2 - Studio 2 Spatial *10*
    - VGVB25LSD2 - lab 2 Spatial *10*
    - VGVB25SPD2 - Studio 2 Product *10*
    - VGVB25LPD2 - Lab 2 Product *10*
    - VGVB25SIL2 - Studio 2 Illustration *10*
    - VGVB25LIL2 - Lab 2 Illustration *10*
    - VGVB26PDT2 - Professional Development/Theory-Study Portfolio 2 *5*
    - VGVB26OC2 - OffCourses *5*
  - Switchboard H.A.L. *30*
    - AMVB25PLHAL1 - Switchboard Hybrid Arts Lab (H.A.L.) *30*
  - Switchboard Out There *30*
    - AMVB25PLOT1 - Switchboard Out There *30*
  - Switchboard Internal Exchange *30*

    *selection of following courses*
    - DBVB23STU6 - Studio 6 *15*
    - DBVB25ISO6 - *10*
    - ABVB26STU6 - Fine Art Studio *30*
    - VGVB26OC3 - OffCourses *5*

Year 4 60

- Semester 7 *30*
  - VGVB25PDT4 - Professional Development/Theory - Context Essay & Poster Pitch *15*
  - VGVB25SLB4 - Studio-Lab/Defining your Graduation Project *15*
- Semester 8 *30*
  - VGVB25LSGP1 - Studio-Lab/Graduation Project *25*
  - VGVB25PTGP1 - Professional Development/Theory - Positioning & Presentation *5*

Offcourses year 2 & 3 15

*selection of following courses*

- VGVB25OC1 - OffCourses *15*

Although every effort has been taken to ensure the accuracy of the information in the ECTS Course Catalogue, we cannot guarantee that the content and the information contained in it is always up-to-date, complete or true. Accordingly, no rights can be derived from the contents of the catalogue.