Hanze University of Applied Sciences
Groningen

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
Minerva Art Academy

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).
 The programme is composed of compulsory units and elective units and is professional development orientated:
Switchboard and other practical components, in addition to a graduation project, form an essential and compulsory part of this degree programme.
The degree programme equips the student with the competences required of a professional in the field of Design. These are:

- Creative ability: proceeding from a personal idea and vision, the designer can develop a concept and realise that concept.
- Skills in critical reflection: the designer can reflect on, analyse, interpret and evaluate his or her own work and that of others.
- Ability to grow and innovate: the designer is able to develop and deepen his or her personal expertise, arrive at a personal interpretation of the profession and of his or her artistry.
- Organisational ability: the designer can independently establish and maintain an inspiring and functional work environment.
- Communication skills: the designer can obtain a commission and interpret an assignment; he or she can present and explain the work effectively, and can negotiate with commissioners and other relevant parties.
- Contextual awareness: the designer is able to grasp relationships between his or her own work and that of others, and between his or her own work and the public.
- Ability to collaborate: the designer can make an active contribution to a team in the development and realisation of a product or process.

This student has completed the major **Graphic & Interaction Design**.
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

The graduate of the Bachelor degree programme in Design can demonstrate their mastery in the following learning outcomes:

Creative capacity
The student can make authentic visual work that stems from research and which demonstrates artistic vision. The visual work creates meaning and results from the designer's personal ambition.

Capacity for critical reflection
The student is able to research his own work and working methods, as well as those of others, through contemplating it, analysing, problematizing, positioning, and assessing it.

Capacity for growth and innovation
The student is able to continue to develop and deepen his own work and method of working, and in doing so provides a contribution to the development of the profession, the field, culture, and society.

Organisational capacity
The student can set up and maintain an inspiring and professional work situation.

Communicative capacity
The student can formulate his ideas, concepts, work, method of working, and artistic vision to professionals and the public in and outside of the field.

Environmental focus
The student is able to relate actively and critically to the context he finds himself in with his work.

Capacity to cooperate
The student is able to actively contribute to the realisation of an artistic product or process by working independently within a collaborative setting.

Programme

Design, Major Graphic Design	credits
Year 1	60
⬚ Stream Design, Techniques & Research	*50*
⬚ VGVP24GRA1 - Graphic & Interaction Design	*10*
⬚ VGVP24ILL1 - Illustration & Animation Design	*10*
⬚ VGVP24PDE1 - Product Design	*10*
⬚ VGVP24SPD1 - Spatial Design	*10*
⬚ VGVP24TBD1 - Time Based Design	*10*
⬚ Stream Theory + Practice	*10*
⬚ VGVP24MKV1 - (Post-)modern Art & Design 1 & Professional Development	*5*
⬚ VGVP24MKV2 - (Post-)modern Art & Design 2 & Professional Development	*5*
Year 2	50
⬚ SEMESTER 3	*25*
⬚ Stream Design & Research1	*10*
selection of following courses	
⬚ VGVB24LGI1 - Laboratory 1 Graphic	*10*
⬚ Stream Design & Techniques1	*10*
selection of following courses	
⬚ VGVB24SGI1 - Studio 1 Graphic	*10*
⬚ Stream Theory and Practice 1	*5*
⬚ VGVB24THE1 - Theory 1+ Professional development	*5*
⬚ Semester 4	*25*
⬚ Stream Design & Research2	*10*
selection of following courses	
⬚ VGVB24LGI2 - Laboratory 2 Graphic	*10*
⬚ Stream Design & Techniques2	*10*
selection of following courses	
⬚ VGVB24SGI2 - Studio 2 Graphic	*10*
⬚ Stream Theory and Practice2	*5*
⬚ VGVB24THE2 - Theory 2+ Professional development	*5*
Year 3	55
⬚ semester 5	*25*
⬚ Stream Design & Research3	*10*
selection of following courses	
⬚ VGVB24LGI3 - Laboratory 3 Graphic	*10*
⬚ Stream Design & Techniques3	*10*
selection of following courses	
⬚ VGVB24SGI3 - Studio 3 Graphic	*10*
⬚ Stream Theory and Practice3	*5*
⬚ VGVB24THE3 - Theory 3+ Professional development	*5*
⬚ Semester 6	*30*
⬚ Practice 4	*30*
one of following courses	
⬚ Minor	*30*
⬚ Exchange	*30*
selection of following courses	
⬚ VGVB24SBEX1 - Switchboard Exchange	*30*
⬚ Internship	*30*
selection of following courses	
⬚ VGVB24SBIN1 - Switchboard Internship	*30*
⬚ In House live Project	*30*
selection of following courses	
⬚ VGVB24SBIH1 - Switchboard In House Live Project	*30*
⬚ Research Project	*30*
selection of following courses	
⬚ VGVB24SBRP1 - Switchboard Research Project	*30*
⬚ Specialisation	*30*
selection of following courses	
⬚ VGVB24SBSP1 - Switchboard Specialisation	*30*
⬚ Out There	*30*
selection of following courses	
⬚ VGVB24SBOT1 - Switchboard Out There	*30*
⬚ Hybrid Arts Lab	*30*
selection of following courses	
⬚ VGVB24SBHAL1 - Switchboard Hybrid Arts Lab (H.A.L.)	*30*

Year 4		60
▢ Semester 7		*30*
▢ Stream Design, Research & Techniques 5		*20*
▫ VGVB24LBS4 - Design Graduation Year - Laboratory 4 & Studio 4		*20*
▢ Stream Practice and Theory 5		*10*
▫ VGVB24PDT4 - Design Graduation Year - Professional Development 4 & Theory 4		*10*
▢ Semester 8		*30*
▢ Stream Design, Research & Techniques 6		*30*
▫ VGVB24GRP1 - Design Graduation Year - Graduation Project		*25*
▫ VGVB24FEP1 - Design graduation year - Final Exam Presentation		*5*
Offcourses		15
electives		