

# Study Regulations Bachelor's Degree Programme in Design – Specialization Industrial Design

of 1 September 2022

Based on the regulatory framework regarding the degree programmes at the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) of 2 February 2015 (as of 21 June 2021) and the regulatory framework regarding the limitation of study places in the Bachelor's and Master's degree programmes at the FHNW University of 24 August 2020, along with the Study and Examination Regulations regarding the Bachelor's and Master's degree programmes at the FHNW Academy of Art and Design of 1 September 2022 (StuER), the director of the FHNW Academy of Art and Design issues at the request of the head of the degree programme the following study regulations for the Bachelor's degree programme in Design – Specialization Industrial Design (hereinafter BA Industrial Design).

## Part 1: General Remarks

### Section 1

#### Scope

The following Study Regulations, in complement to the Study and Examination Regulations concerning Bachelor's and Master's degree programmes at the FHNW Academy of Art and Design of 1 September 2022 (StuER), govern the legal conditions concerning admission, aptitude assessment, enrolment, studies (structure, process, duration, academic performance), performance assessment, and the acquisition of the degree "Bachelor of Arts FHNW in Design – Specialization Industrial Design" at the FHNW Academy of Art and Design. The module guide in the appendix is an integral part of these Study Regulations.

## Part 2: Studying

### Sect. 2

#### Admission requirements

<i>Admission requirements</i>	1	The requirements regarding admission to the Bachelor's degree programme Industrial Design are defined in section 3, para. 11 of the Study and Examination Regulations concerning the degree programmes at the FHNW Academy of Art and Design (StuER) of 1 September 2022.
<i>Registration</i>	2	To register for the Bachelor's degree programme in Industrial Design, the candidate is asked to submit documents in accordance with the specifications listed in the registration portal, i.e. in particular: <ul style="list-style-type: none"> <li>• CV in tabular format</li> <li>• Proof of compliance with admission requirements</li> </ul>
<i>Proof of language competence</i>	3	Applicants with a foreign language background are required to submit proof of their language proficiency in German at level B2 (or equivalent) according to the standard European reference framework.
<i>Professional fields / Work experience</i>	4	The list of accepted professional trainings and professional fields, respectively, regarding the vocational and specialized baccalaureate is compiled separately, updated annually, and published on the website of HGK FHNW. All other applicants must provide upon registration proof of at least one year of work experience which includes practical and theoretical knowledge in a professional field related to the subject field. Work experience can be gained on the job (in one or more companies) or in a special, two-semester preparatory course in design.
<i>Admission on basis of special talent</i>	5	For admission on the basis of exceptional creative talent, candidates are asked to submit the following documents upon registration, according to sect. 3, para. 18 of the StuER: <ul style="list-style-type: none"> <li>• Portfolio</li> <li>• CV in tabular format</li> </ul>

- Reasoned request and motivation letter
- Certificates and diplomas
- Letter of recommendation from a person involved in the arts or in design

The decision concerning admission to the aptitude assessment is taken by the head of the degree programme

### Sect. 3

### Aptitude assessment

- Aptitude assessment: prerequisites* 1 In the context of the aptitude assessment, it is ascertained whether the candidate is suited for the respective degree programme.
- 2 Participation premises the following conditions:
- a. Compliance with the admission requirements pursuant to sect. 3 of the StuER and sect. 2 of these Study Regulations;
  - b. Submission of complete registration form pursuant to sect. 2, para. 2 and all supplementary documents;
  - c. In the case of exceptions pursuant to sect. 2 para. 5: a positive appraisal of the proof of exceptional creative talent by the head of the degree programme.
- Admission decision* 3 If the requirements pursuant to para. 2 are not fulfilled, a negative admission decision according to sect. 12, paras 1 and 2 of the StuER is issued in the form of a ruling, including the appropriate information on legal remedy.
- Admissions commission* 4 With regard to the planning, implementation, and appraisal of the admission and enrolment procedures, the head of the degree programme shall appoint an admissions commission comprising three experts from the degree programme.
- Procedure of aptitude assessment* 5 The aptitude assessment is carried out in two steps:
1. Part 1 of the aptitude assessment includes:
    - Motivation letter
    - Appraisal of the submitted portfolio, including 8 different works / work samples.
  2. Part 2 of the aptitude assessment includes:
    - Independent homework assignment on a given topic / presentation of the homework and
    - Subject-specific discussion.
- Part 1 of aptitude assessment* 6 Part 1 of the assessment is rated on the basis of the following criteria on a 6-point scale (grades):
- | Section                           | Assessment criteria   |
|-----------------------------------|---|
| • Motivation letter               | - Length and scope<br>- Language expression<br>- Argumentation  |
| • Portfolio with at least 8 works | Artistic quality:<br>- Quality of artistic/design implementation<br>- Quality of presentation, choice of means, diligence of execution, variety of means, overall impression<br>Originality:<br>- Particularity of artistic ideas<br>- Concepts and approach<br>- Thematic autonomy<br>- Conceptual quality<br>- Design process |
- 7 Candidates who finish part 1 of the aptitude assessment with a “failed” receive a negative admission decision in the form of a ruling, including the appropriate information on legal remedy. Candidates who attain a rating “pass” receive an invitation to part 2 of the assessment.

*Part 2 of aptitude assessment* 8 Part 2 of the aptitude assessment includes a design-based homework assignment, the presentation of the work and a subject-specific discussion. Candidates have a minimum of four calendar days to complete the homework.

*Rating criteria* 9 Part 1 of the assessment is rated on the basis of the following criteria on a 6-point scale (grades):

Section	Assessment criteria
<ul style="list-style-type: none"> <li>Homework and presentation</li> </ul>	Quality of artistic/design implementation: <ul style="list-style-type: none"> <li>Conceptual idea, implementation, choice of means</li> <li>Diligence of execution, use of means</li> <li>Autonomy of the solution</li> <li>Overall impression</li> </ul> Quality of presentation: <ul style="list-style-type: none"> <li>Representation quality, choice of means</li> <li>Structure of presentation</li> <li>Quality of presentation in terms of content and language, comprehensibility</li> <li>Presentation of design process</li> <li>Overall impression</li> </ul>
<ul style="list-style-type: none"> <li>Subject-specific discussion</li> </ul>	Quality of discussion: <ul style="list-style-type: none"> <li>Subject knowledge, knowledge regards institution and degree programme</li> <li>Occupation with design to date (exhibitions, literature, etc.)</li> <li>Argumentative skills, understanding of questions and content</li> <li>Ability to reflect, logical thinking</li> <li>Quality of the discussion in terms of language and content</li> </ul>

*Negative admission decision* 10 The average taken from the ratings of the two parts yields the overall score for part 2. Candidates who fail to attain the necessary score are handed a negative admission decision in the form of a ruling, including the appropriate information on legal remedy.

*retake* 11 The aptitude assessment can be repeated twice.

**Sect. 4 Enrolment procedure**

*Ranked order of admission* 1 In the enrolment procedure, the available study places are assigned to the candidates that fulfil the admission requirements and have passed their aptitude assessment according to a ranking system and their overall achievement in part 2 of the aptitude assessment. Candidates that were not awarded a study place on the basis of their ranking in the assessment, receive a confirmation that they figure on the ranked waiting list. Candidates who definitely cannot be assigned a study place are handed a negative admission decision in the form of a ruling, including the appropriate information on legal remedy, two weeks prior to the start of the semester, at the latest.

*Ranked waiting list* 2 With the start of each new academic year, the current ranked waiting list is cancelled definitely.

*Eligibility of ECTS credits* 3 When students transfer to the Bachelor's degree programme in Industrial Design from another degree programme at HGK FHNW or from a different university, the head of the programme reviews their suitability and decides on how the already completed achievements are to be rated and how many ECTS credits are to be credited

## **Sect. 5**

### **Study design**

<i>Structure</i>	1	The degree programme is modular in structure and involves a total of 180 ECTS credits.
<i>Modules</i>	2	A module is a conceptional, time-bounded teaching and learning unit focusing on a thematic or subject-determined topic and defined by specifically outlined competencies as described in the respective module description.
<i>Module groups</i>	3	Modules can be combined to form module groups. Module groups have a common focus. From each module group, students must attain a minimum number of compulsory ECTS credits as stipulated in the respective degree programme. Details are specified in the module guide in the appendix of the StuER.
<i>Module descriptions</i>	4	Pursuant to sect. 4, para. 6 of the StuER, the module descriptions are published before the start of a new semester in the course prospectus of the HGK FHNW.
<i>Study design</i>	5	The degree programme is divided into a Basic Study Course (assessment period I, semesters 1 and 2), a Main Study Course (assessment period II semesters 3 to 5, and an assessment period III, 6th semester).
	6	The lecture-free period as defined by the FHNW Academy's academic calendar can, to a limited extent, be used to conduct parts of modules. In particular, this refers to exams, study trips, the realization of implementation projects, catch-up work, work on and submission of project documentations, as well as individual feedbacks.

## **Sect. 6**

### **Course of studies**

<i>Course of studies</i>	1	The course of studies including the scheduled time sequence of the modules to be completed, the respective type of modules, the associated module groups as well as the number of required ECTS credits can be drawn from the module guide in the appendix of the study regulations.
<i>Studying part-time</i>	2	The degree programme is a full-time study; studying part-time is not on offer. According to the StuER, fractioning is only permitted in consultation with and with the approval of the head of the degree programme.
<i>Internship</i>	4	A subject-specific internship of at least 6 weeks during the lecture-free period in the assessment period II can be credited with a maximum of 4 ECTS credits in connection with the self-activity modules. The modalities concerning the internship in the degree programme Industrial Design are governed by separate regulations.
<i>Interruption of studies</i>	5	An interruption of studies (time out) shall, pursuant to sect. 6 para. 5 of the StuER, be regulated as follows: <ul style="list-style-type: none"><li>a. As a rule, the respective application is to be submitted in writing two months before the start of the semester to the degree programme's administrative office and approved by the head of the degree programme.</li><li>b. As a result of the time out, the duration of studies is extended by at least one year;</li><li>c. An interruption of studies may not exceed the duration of 4 semesters. The time out is not factored in when determining the overall duration of studies.</li></ul>
<i>Registration</i>	6	Registration for the forthcoming semester is to be submitted in time to the administrative office of the degree programme.
<i>Intellectual property</i>	7	Regarding intellectual property rights, the provisions in sect. 7, paras. 21 and 22 of the StuER apply. Any alternative arrangement and supplementary details must be agreed upon in writing and in consultation with the head of the degree programme. The modalities concerning intellectual property rights in the degree programme in Industrial Design are set out in a separate document.
<i>Equipment</i>	8	From the start of their studies, students have to be in possession of a computer (laptop) that is capable of processing the programmes commonly used at the FHNW Academy.

## Sect. 7

## Academic performances

<i>Performance assessments</i>	1	Type, form and rating of performance assessments as well as the mode by which modules are assessed are set out in the module guide. The module descriptions therein are listed in the FHNW Academy's course catalogue. Regarding the assessment and the successful completion of the modules, the provisions of sect. 7 of the StuER apply.
<i>Attendance and reporting duty</i>	2	Regarding the duty of attendance and the duty of reporting, the provisions of sect. 10, paras. 2 to 5 of the StuER apply
<i>Retake and revision</i>	3	Failed modules can be repeated at the earliest in the following year. Any revision must be made in accordance with sect. 7, para. 10 of the StuER and in consultation with the persons responsible for the module.

## Sect. 8

## Graduation

<i>Prerequisites</i>	1	Students are eligible for the Bachelor's thesis if they have successfully completed all prescribed modules in the assessment periods I and II according to the module guide, and have attained at least 150 ECTS credits. The head of the study programme decides on exceptions.
<i>Registration for Bachelor's thesis</i>	2	The registration for the Bachelor's thesis (registration form) is to be submitted to the BA Degree Programme Administration in time and with all the required documents.
<i>Bachelor's thesis</i>	4	The BA thesis exam consists of a group of modules and is divided into three separate parts: <ol style="list-style-type: none"><li>1. Module a: "Bachelor's thesis – Practical part";</li><li>2. Module b: "Bachelor's thesis – Theory paper";</li><li>3. Module c: "Bachelor's thesis – Oral part".</li></ol>
<i>Examination panel</i>	5	The head of the degree programme is responsible for defining the content and correct organizational procedure of the Bachelor's thesis and appoints the internal and external members of the examination panel.
<i>Module a: Practical part</i>	6	The examination panel responsible for assessing the practical part is established upon request of the head of the division Practice and is composed of the following persons: <ol style="list-style-type: none"><li>a. the head of the degree programme and his/her deputy, respectively (chair)</li><li>b. Head of the division Practice;</li><li>c. Head of the division Theory;</li><li>d. Optionally further members of the panel.</li></ol>
<i>Module b: Theory paper</i>	7	The theory paper is assessed by the head of the division Theory. In case of an insufficient score on the 6-point scale, a second assessment is conducted by another lecturer from the division Theory. The overall grade is derived from the arithmetic mean of the scores of the two assessments.
<i>Module c: Oral part</i>	8	The examination panel responsible for assessing the oral part of the BA thesis exam is composed of the following persons: <ol style="list-style-type: none"><li>a. the head of the degree programme and his/her deputy, respectively (chair);</li><li>b. Head of the division Practice;</li><li>c. Head of the division Theory;</li><li>d. External experts with an advisory vote in the oral part of the BA thesis exam;</li><li>e. Optionally further members of the panel.</li></ol>
<i>Document Bachelor's Thesis Procedure</i>	9	The Bachelor's thesis exam is divided into three modules: a practical, a theoretical, and an oral part. The exam is considered passed if a student achieves a satisfactory result in all three modules. The details concerning the assignment, deadlines, supervision (mentoring), completion of BA thesis (exam and presentation format), assessment criteria and their weighting, the grading system (6-point scale), and the final provisions are filed in a separate document called "Bachelor's Thesis Procedure". Students receive the current version of the document before they start their 6th semester.

<i>Grading conference</i>	10	The results of the Bachelor's thesis exam are given approval by the final grading conference chaired by the head of the degree programme. The average from the three module ratings yields the overall grade of the Bachelor's thesis.
<i>Exam documentation</i>	11	The grading of the parts that make up the Bachelor's thesis exam are recorded in an examination protocol.
<i>Retake and amendments</i>		Any retake and revision of the module group "Bachelor thesis" examination is subject to the following regulations:
	12	Module a: if the practical part of the Bachelor's thesis is rated as insufficient (ECTS grade F), the student must retake the module with a new assignment. In this case, admission to the oral examination is denied.
	13	Module b: if the theoretical paper is rated as insufficient, it can be retaken with a new subject, independently of the other two parts.
	14	Module c: if the oral examination of the Bachelor's thesis is rated as insufficient (ECTS grade F), this can be repeated with focus on the subject of the successfully completed practical part.
	15	The modalities governing these retakes are determined by the head of the degree programme. Pursuant to sect. 7 para 4 of the StuER, amendments to any of the three parts of the Bachelor's thesis must be submitted within a period of 6 weeks.
<i>Graduation</i>	11	The following conditions apply to a successful completion of the Bachelor's degree programme in Industrial Design: <ul style="list-style-type: none"> <li>a. Successful completion of all prescribed modules as listed in the module guide;</li> <li>b. Attainment of 180 ECTS credits, thereof at least 60 ECTS credits as well as the Bachelor's thesis within the Bachelor's degree programme in Industrial Design at the HGK FHNW.</li> </ul>

## Part 3: Final and transitional provisions

### Sect. 9 Entry into Force

These Study Regulations enter into force as of 19 September 2022. They replace the Study Regulations for the Bachelor's degree programme Design - Specialization Industrial Design of 1 September 2021.

Basel, 15 September 2022

Upon request of:

Prof Werner Baumhagl  
Head of the Bachelor's degree programme Industrial Design  
Head of the Institute Contemporary Design Practices (ICDP)

Basel, 16 September 2022

Issued by:

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Director FHNW Academy of Art and Design

**Please note:** The document is the English translation of the original German Study Regulations concerning the Bachelor's degree programme in Industrial Design at the FHNW Academy of Art and Design. Only the original German version published on the website of the HGK and bearing the signatures of the head of the degree programme and the director of the FHNW Academy of Art and Design is valid in law (in force as of 19 September 2022). According to Section 13 of the HGK Study and Exam Regulations, the common language of the Complaints Commission is German; accordingly, complaints submitted in advance must be written in German; any subsequent hearing before the Commission is also held in German.