

Study Regulations Bachelor's Degree Programme in Visual Communication and Digital Spaces

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 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 Visual Communication and Digital Spaces.

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 Visual Communication and Digital Spaces" 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

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| <i>Admission requirements</i> | 1 | The requirements regarding admission to the Bachelor's degree programme in Visual Communication and Digital Spaces are defined in section 3, para. 11 of the Study and Examination Regulations concerning the Bachelor's and Master's degree programmes at the FHNW Academy of Art and Design (StuER). |
| <i>Registration</i> | 2 | To register for the Bachelor's degree programme in Visual Communication and Digital Spaces, 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"> • CV in tabular format • Proof of compliance with admission requirements • Documentation of creative work to date (portfolio) • Motivation letter |
| <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. For applicants with a Swiss school leaving certificate, no proof of language competence is required. |
| <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 an appropriate institution, or in a special, two-semester preparatory course in design. |

Admission on basis of special talent 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:

- Portfolio;
- CV in tabular format;
- Reasoned request and motivation letter;
- Certificates of previous school-leaving qualifications.

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. 2 of these Study Regulations;
- b. Submission of complete registration form pursuant to sect. 2, para. 2;
- 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.

Procedure of aptitude assessment and criteria regarding the appraisal of various elements of the assessment 5 The aptitude assessment is carried out in two steps:

1. Part 1 includes a documentation of creative work to date (portfolio) and an exposition regarding the motivation to study Visual Communication and Digital Spaces.
2. Part 2 comprises a creative and a written homework.

Part 1 of aptitude assessment 6 Part 1 of the assessment is evaluated on the basis of the following criteria on the 2-point scale as either “pass” or “failed”:

Section	Assessment criteria
<ul style="list-style-type: none"> • Creative works from previous training (portfolio) 	<ul style="list-style-type: none"> - Structure of portfolio - Quality of works - Scope of previous training
<ul style="list-style-type: none"> • Statement of motivation 	<ul style="list-style-type: none"> - Language skills - Coherence of argumentation

The two sections of part 1 are appraised with the aid of a point system and weighted equally in the overall evaluation. To attain the rating “pass”, candidates require a sufficient number of points.

7 Candidates who are given a “failed” in part 1 of the aptitude assessment shall receive a negative admission decision in the form of a ruling, including the appropriate information on legal remedy. Candidates who attain a rating “pass” shall receive an invitation to the second part of the aptitude assessment.

Part 2 of aptitude assessment 8 Part 2 of the assessment is evaluated on the basis of the following criteria on the 2-point scale as either “pass” or “failed”:

	Section	Evaluation criteria
	<ul style="list-style-type: none"> • Creative homework • Written homework 	<ul style="list-style-type: none"> - Imaginativeness - Comprehensibility of visual message - Formal qualities - Technical qualities - Quality of content - Language expression - Vocabulary - Analytical-reflective powers of observation
<i>Negative admission decision</i>	9	The works in part 2 are appraised with the aid of a point system and weighted equally in the overall evaluation. To attain the rating "pass", candidates require a sufficient number of points. Candidates who fail to attain the afforded number of points shall be handed a negative admission decision in the form of a ruling, including the appropriate information on legal remedy.
<i>Retake of aptitude assessment</i>	10	The aptitude assessment can be repeated twice.

Sect. 4

Enrolment procedure

<i>Ranked order of admission</i>	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 the assessment (number of points). 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, at the latest before the start of the semester.
<i>Ranked waiting list</i>	2	With the start of each new academic year, the current ranked waiting list is cancelled definitely.
<i>Eligibility of ECTS credits</i>	3	When students transfer to the Bachelor's degree programme in Visual Communication and Digital Spaces 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 conceptual, 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.
<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 (semesters 1 and 2) and a Main Study Course (semesters 3 to 6). The successful completion of all modules of the first two semesters and, in particular, of the module "Basic Thesis" is prerequisite for admission to the Main Study Course. The Main Study Course is completed with the "Bachelor's thesis".
	6	The lecture-free period as defined by the HGK FHNW's academic calendar can, to a limited extent, be used to conduct modules in accordance with the study

schedule. In particular, this pertains to exams, study trips, the realization of implementation projects, and catch-up work.

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.
<i>Studying part-time</i>	2	The BA in Visual Communication and Digital Spaces is a full-time study. Studying part-time is only permitted in consultation with and with the approval of the head of the degree programme.
<i>Types of modules</i>	3	The Bachelor's degree programme in Visual Communication and Digital Spaces recognizes three types of modules: <ol style="list-style-type: none">Compulsory modules;Compulsory modules of choice, to be selected in a certain number from a group of modules;Elective modules as listed in the module guide or offered by other HGK FHNW degree programmes or by other universities.
<i>Specializations</i>	4	The Bachelor's degree programme in Visual Communication and Digital Spaces offers two specializations: "Visual Communication" and "Digital Spaces".
<i>Interruption of studies</i>	5	An interruption of studies shall, pursuant to sect. 6, para. 5 of the StuER, be regulated as follows: <ol style="list-style-type: none">The respective application is to be submitted in writing to and approved by the head of the degree programme two months before the start of the new semester;As a result of the time out, the duration of studies is extended by at least one year;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.
<i>Intellectual property</i>	6	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 consultation and in writing with the head of the degree programme.
<i>Equipment</i>	7	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 HGK FHNW.

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.
<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 lecturers 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 the prescribed modules according to the module guide and attained 150 ECTS credits.
<i>Subject of BA thesis</i>	2	Students present a project description in which they outline the subject of their BA thesis and define the focal points in terms of form and content. The project

		description is to be submitted to the head of the degree programme for approval before the start of the BA thesis.
<i>Registration for Bachelor's thesis</i>	3	Registration for the Bachelor's thesis (registration form) is to be submitted with all the required documents and in time to the secretary's office at the Institute (IDCE).
<i>Examination panel</i>	4	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.
	5	The examination panel for the Bachelor's thesis is made up of: <ul style="list-style-type: none"> • the head of the degree programme (chair) • the head of the Institute • a lecturer from the degree programme • at least three external experts.
<i>Items of examination</i>	6	The Bachelor's thesis comprises the following modules: <ol style="list-style-type: none"> a. Cultural-historical thesis b. Design thesis process and process documentation c. Design thesis and presentation
<i>Guideline Bachelor's thesis</i>	7	The assignment, the works to be submitted, the volume, the deadlines, the supervision (mentoring), the exam setting, the finalization of the Bachelor's thesis (presentation format), the evaluation criteria and their ranking, the assessment system (6-point scale), and the final provisions are set out in a separate document "Guideline Bachelor's Thesis". The guideline is handed out to the students before the start of the 6th semester.
<i>Grading conference</i>	8	The evaluation of all modules is carried out in the context of a grading conference by the examination panel. To successfully complete the Bachelor's thesis, each module as listed in para. 6 must be passed (at least grade 4). The average from the three module ratings yields the overall grade of the Bachelor's thesis.
<i>Exam documentation</i>	9	The evaluation of the modules that make up the Bachelor's thesis are recorded in assessment sheets, completed and signed by the internal and external members of the examination panel.
<i>Retake and amendments</i>	10	If a module of the Bachelor's thesis is rated with a provisional fail (FX), the student is given the opportunity to remedy it to attain a 4. The amendments are to be made in accordance with sect. 7, para. 10 of the StuER and in consultation with the head of the degree programme, and must be submitted within 6 weeks. The revision of the module has to be done without the support of mentoring, after the head of the degree programme and the mentor have explained wherein deficiencies lie. In this case, the student cannot take part in the BA thesis exhibition. If a module of the Bachelor's thesis is rated as a definite fail (F), the BA thesis as a whole is considered as failed. The student is given the chance to repeat the BA thesis once in the following year on a new topic (sect. 8, para. 2).
<i>Graduation</i>	11	The following conditions apply to a successful completion of the Bachelor's degree programme in Visual Communication and Digital Spaces: <ol style="list-style-type: none"> a. Successful completion of all prescribed modules as listed in the module guide; 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 Visual Communication and Digital Spaces at the HGK FHNW.

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 Visual Communication and Digital Spaces of 1 September 2021.

Basel, 15 September 2022
Upon request of:

Prof Marion Fink
Head of the Bachelor's degree programme Visual Communication and Digital Spaces

Basel, 16 September 2022
Issued by:

Prof Dr Claudia Perren
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 Visual Communication and Digital Spaces 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