

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

of 1 September 2023

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 Basel Academy of Art and Design FHNW of 1 September 2023 (StuER), the director of the Academy issues at the request of the head of the degree programme the following study regulations for the Bachelor's degree programme 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 Basel Academy of Art and Design FHNW of 1 September 2023 (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 Basel Academy of Art and Design FHNW. 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. 8 of the Study and Examination Regulations for the Bachelor's and Master's degree programmes at the Basel Academy of Art and Design FHNW (StuER). |
| <i>Registration</i> | 2 | To register for the Bachelor's degree programme in Visual Communication and Digital Spaces, applicants are asked to submit documents in accordance with the specifications listed on the registration portal, i.e. in particular: <ul style="list-style-type: none"> • Proof of compliance with admission requirements • CV in tabular format |
| <i>Proof of language competence</i> | 3 | The language of tuition is German and partly English. Applicants with a foreign language background are required to submit proof of their language proficiency in German and English in form of a certificate (at level B2 or equivalent according to the standard European reference framework) or some other form (first language or education in an English or German-speaking country) when they commence their studies. 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 Basel FHNW. All other applicants must provide upon registration proof of at least one year of work experience including practical and theoretical knowledge in a professional field related to the subject field. Work experience can be gained on the job 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. 20 of the StuER:
- Motivation letter
 - Portfolio
 - CV in tabular format
- 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 a candidate is suited for the respective degree programme.
- 2 Participation premises the following conditions:
- a. Compliance with the admission requirements pursuant to sect. 2, para. 1 of these Study Regulations;
 - b. Submission of complete registration documents pursuant to sect. 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 and invitation to aptitude assessment* 3 If the requirements pursuant to para. 2 are fulfilled, the candidate will receive an invitation to the aptitude assessment from the office of the degree programme. 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.

- Commission* 4 For the planning and carrying out of the aptitude assessment, the head of the degree programme shall appoint an admissions commission.

- Procedure of aptitude assessment; criteria re the evaluation of the individual aspects 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 as well as an interview.

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

Format	Evaluation 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"> - Verbal skills - Coherence of argumentation - Relatability of the interest in design

The two sections of part 1 are appraised with the aid of a points system. To attain the rating “pass”, candidates require a sufficient number of points.

- Decision Part 1* 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 “pass” shall receive an invitation to part 2 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 a 2-point scale as either “pass” or “failed”:

	Section	Evaluation criteria
	• Creative homework	- Imaginativeness - Comprehensibility of visual message - Formal and technical quality
	• Written homework	- Quality of content - Linguistic expressiveness - Vocabulary - Analytical-reflective powers of observation
<i>Negative admission decision</i>	9	The works in part 2 are appraised with the aid of a points system. 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 admission procedure 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 who 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 course.
<i>Ranked waiting list</i>	2	With the start of each new academic year, the current ranked waiting list is deleted 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 Basel FHNW or from a different university, the head of the degree 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.
<i>Specializations</i>	4	The Bachelor’s degree programme comprises two specialization field: <ul style="list-style-type: none"> • Visual Communication • Digital Spaces
<i>Choice of specialization</i>	5	Upon registration (enrolment), a candidate chooses one of the specializations according to para. 4. Switching to the other specialization during the course of studies requires a reasoned request submitted to the head of the degree programme. The details are set out in the respective request form.

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. A module is an assessment unit and usually completed in one semester
<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 (appendix).

<i>Types of modules</i>	4 The Bachelor's degree programme in Visual Communication and Digital Spaces recognizes three types of modules: <ol style="list-style-type: none"> a. Compulsory modules; b. Compulsory modules of choice, to be selected in a certain number from a group of modules; c. Elective modules as listed in the module guide or offered by other HGK Basel FHNW degree programmes or by other universities.
<i>Module descriptions</i>	5 Pursuant to sect. 4, para. 6 of the StuER, the module descriptions are published before the start of a new semester in the course catalogue of HGK Basel FHNW.
<i>Study design</i>	6 The degree programme is divided into a Basic Study Course (semesters 1 and 2) and a Main Study Course (semesters 3 to 6). Completion of the module group "Basic Thesis" is prerequisite for admission to the Main Study Course. The Main Study Course is completed with the "Bachelor's thesis".
<i>Academic year</i>	7 The lecture-free period as defined by HGK Basel FHNW's academic calendar (sect. 7, para 3 of StuER) 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. 2 The degree programme is a full-time study. Dividing up study time is only permitted in consultation with and approval of the head of the degree programme There is no automatic entitlement to dividing up study time.
<i>Internship Exchange semester</i>	3 Students of the degree programme Visual Communication and Digital Spaces are given the opportunity to conduct an internship or an exchange semester at a different university, upon application.
<i>Interruption of studies</i>	4 An interruption of studies shall, pursuant to sect. 6, para. 3 of the StuER, be regulated as follows: <ol style="list-style-type: none"> a. 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; b. As a result of the time out, the duration of studies is extended by at least one year; 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.
<i>Intellectual property and IRF</i>	5 Regarding intellectual property rights, the provisions in sect. 7, paras. 21 to 23 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>Tools</i>	6 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 course catalogue of HGK Basel FHNW.
<i>Attendance and reporting duty</i>	2 If attendance is described as compulsory in the module description, even excused absences are treated as absences according to sect. 10, para. 4 of StuER. If the rate of excused absences exceeds 20%, students are given the chance to compensate for the absence by conducting a follow-up performance.

However, there is no entitlement to this. The decision lies within the competence of the lecturer responsible for the module in consultation with the head of the degree programme.

- 3 In order to pass a module, students must not only deliver a satisfactory performance, but also fulfil any mandatory attendance requirements. If it becomes evident that the compulsory rate of attendance in a module cannot be met, a student may be excluded from participating in performance assessments

Retake and revision

- 4 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

Prerequisites

- 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.

Subject of BA thesis

- 2 Students submit a proposal in which they outline the subject of their BA thesis and define the focal points in terms of form and content. The proposal needs approval by the head of the degree programme before the start of the BA thesis.

Registration for Bachelor's thesis

- 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 IDCE Institute.

Examination panel

- 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:
- the head of the degree programme (chair)
 - two internal experts from the degree programme
 - at least three external experts

- 6 The Bachelor's thesis comprises the following modules:
- a. BA thesis topic finding
 - b. 1. Interim presentation
 - c. 2. Interim presentation
 - d. Cultural-historical thesis
 - e. Design thesis process and process documentation
 - f. Design thesis and presentation

Guideline

Bachelor's thesis

- 7 The "Guideline Bachelor's Thesis" contains information concerning the assignment, the works to be submitted, the volume of the thesis, the deadlines, the rules of supervision (mentoring and expert guidance) as well as the final presentation format. The document also includes the evaluation criteria and their weighting, the grading system (6-point or 2-point scale), the IRF instructions according to sect. 7, para. 23 of StuER, and the final provisions. The guideline is handed out to students at the start of their 6th semester

Grading conference

- 8 The evaluation of the three modules of the BA thesis is carried out in the context of a grading conference by the examination panel:
- a. Cultural-historical thesis
 - b. Design thesis process and process documentation
 - c. Design thesis and presentation

To successfully complete the module group Bachelor's thesis, each module must be passed (at least grade 4). The average from the three module ratings yields the overall grade of the Bachelor's thesis.

Exam documentation

- 9 The evaluation of the modules that make up the Bachelor's thesis is recorded in evaluation forms completed and signed by the examination panel.

Retake and amendments

- 10 If a module of the Bachelor's thesis is rated with a provisional fail, the student is given the opportunity to remedy it to attain a pass (grade 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 external experts have explained wherein the deficiencies lie. In this case, the student cannot take part in the BA thesis exhibition.
- 11 If a module of the Bachelor's thesis is rated as a definite fail, 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).

Graduation

- 12 The following conditions apply to a successful completion of the Bachelor's degree programme:
 - a. Attainment and successful completion of 180 ECTS credits in total in accordance with the module guide;
 - b. Fulfilment of all the requirements in accordance with the Study Regulations
 - c. Attainment of at least 60 ECTS credits as well as the Bachelor's thesis at HGK Basel FHNW.

Part 3: Final and transitional provisions

Sect. 9

Entry into Force

These Study Regulations enter into force as of 1 September 2023. They replace the Study Regulations for the Bachelor's degree programme Visual Communication and Digital Spaces of 15 September 2022.

Basel, 28 August 2023

Upon request of:

Prof Marion Fink

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

Basel, 28 August 2023

Issued by:

Prof Dr Claudia Perren

Director Basel Academy of Art and Design FHNW

Please note:

The document is the English translation of the original German Study and Examination Regulations of the Degree Programmes at the Basel Academy of Art and Design FHNW. Only the original German version as published on the website of the HGK Basel FHNW and bearing the signatures of the President of the FHNW Board of Directors and the Director of the Basel Academy of Art and design FHNW is valid in law (in force as of 1 September 2023). According to Section 13 of the HGK Basel FHNW 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.