



WELCOME

We aspire to be an inspiring and ambitious academy while being welcoming, joyful and transformative. We value the diversity of our students, encourage collaboration and love surprises. On our campus, we offer studio spaces 24/7, excellently equipped workshops and labs, individual mentoring and counselling, international exchange programmes, open discourse spaces and social infrastructures.

Our creative neighbourhood, the cultural city of Basel and our geographical location in the three-country triangle make the Basel Academy of Art and Design (HGK Basel) a unique place to study. The HGK Basel is part of the University of Applied Sciences and Arts Northwestern Switzerland FHNW.

Application:	BA 15 February; MA 15 March
Start of semester:	September
Studying mode:	Fulltime, BA 180 ECTS, MA 90 – 120 ECTS
Fees:	fhnw.ch/hgk/fees
Language:	BA German, partly in English; MA English, MA Arts and Design Education German
Place:	Basel, Switzerland

BACHELOR OF ARTS

Fine Arts

The programme promotes the development of an individual artistic approach. In the studio, in project work and in the context of exhibitions students gradually develop their own artistic language.

Industrial Design

The programme equips students with the skills to design products for serial production, addressing user needs, societal demands, and environmental considerations. Through a structured design process aesthetics, function, and materiality are combined into meaningful solutions.

Interior Architecture and Scenography

The programme offers a comprehensive education that prepares students to design urban interiors and exteriors that are not only aesthetically pleasing, but also socially relevant and sustainable.

Fashion Design

The fashion design programme is understood as a cultural praxis – ‘doing fashion’. The programme operates at the intersection of analogue and digital design methods and focuses on the body, its movement, and its place in the world.

Process Design at HyperWerk

Design as a tool for transformation: Students work on collaborative projects and learn self-organization, critical thinking, and collaboration. Hands-on transformative processes are tried out locally and reflected in relation to global crises.

Arts and Design Education

Working with art and design – and with people: The programme enables students to use artistic and/or design-oriented methods to initiate sustainable and diversity-sensitive educational impulses, open spaces for reflection, engage in research-based approaches, and support transformative educational processes.

Visual Communication and Digital Spaces

As digitalisation progresses, visual communication is becoming increasingly important, and developing a critical approach to images is becoming increasingly important. The programme focuses on the reflective development of visual messages for everyday and specialised communication contexts.

CoCreate-Programme for bachelor students

CoCreate aims to promote cooperative and interdisciplinary working methods and to develop interdisciplinary skills. Students work across degree programmes in CoCreate several times per semester. In addition, CoCreate offers a lecture programme that allows students to attend courses from all institutes.

MASTER OF ARTS

Digital Communication Environments

The programme enables students to enhance their skills in the areas of design practices, technical knowledge, research methods and theoretical knowledge in the context of messages disseminated in digital and analog communication channels.

Fine Arts

The programme focuses on an in-depth exploration of the students’ artistic practice. By means of reflection they advance their practice and relate it to the current as well as historical art context.

Masterstudio Fashion Design

The way we dress is an effective form of non-verbal communication that can convey a variety of messages about our identity, including our cultural background and personal values. Students embark on a creative journey to explore the intersection of cultural identity and innovation in fashion.

Masterstudio Industrial Design

Digital Integration, Design Cultures, and Circular Design: Discourses on global crises such as climate change and social inequality provide the framework for concrete research questions and design solutions around sustainability and ecology, future-shaping and technology, interaction and materiality.

Masterstudio Scenography

Students develop the ability to confidently translate challenging content into accessible spatial images and develop staged spaces with narrative quality. Designers are enabled to adopt progressive positions in the context of scenography.

Transversal Design

Social, ecological, political and creative processes are researched in their complex interactions. Students develop critical practices for worlds in transition – from alternative media, speculative models, and practices of care to tools for solidarity and radical proposals for innovation.

Arts and Design Education / Teaching Diploma for Secondary Baccalaureate Schools, Visual Arts

Students explore educational processes in both school and non-school contexts through artistic and design-based research. They develop artistic, aesthetic, and interdisciplinary, aesthetic projects for participation, inclusion, and teaching in art and design. The programme also prepares students for teaching at baccalaureate schools.

PERSPECTIVES

Pre-study programme Integral

Integral is a one-year preparatory course for prospective students with a migration background or refugee experience who do not yet meet the admission requirements. This institutionalised bridging programme offers insights into the study programmes, promotes German language skills, and provides valuable practical experience.

PhD-Programme

The MAKE/SENSE PhD programme in cooperation with the University of Art and Design Linz promotes artistic and design research that critically engages with infrastructures, situated practices, and trans*feminist, anti-colonial perspectives. There are two further doctoral models as well.

Continuing education: MAS, CAS, SAS

Circular design and circular society, transformation models and collaborative design, visual and digital communication, AI and creative technologies, promoting early-career development, research in art and design, curatorial practice, and peace studies: Continuing Education at HGK Basel focuses on structured MAS (Master of Advanced Studies) and CAS (Certificate of Advanced Studies) offered in partnerships, as well as SAS (Short Advanced Studies), which can be combined into dynamic CAS programmes.

CAS ‘Circular Economy & Innovation’

in cooperation with the FHNW School of Business.

CAS ‘Art and Peace’

a collaboration between the HGK Basel, swisspeace and Atelier Mondial.

CAS ‘Artistic Literacy’

CAS ‘Design Literacy’

International Master of Design in Graphic Design

UIC Chicago & HGK Basel, MDes/MAS

The programme is characterised by the tradition of Swiss graphic design as well as current academic perspectives. Students deepen their process-oriented design skills and expand their analytical competences for an experimental design practice with digital and analog tools.

Join the Campus Life!
fhnw.ch/hgkbasel



AT



BASEL