The FH NW Academy of Art and Design (HGK) at Dreispitz in Basel offers a creative environment for education, research, continuing education, outreach as well as exchanges in the fields of art and design.

In various BA, MA, PhD programmes students are given the freedom they need to grow as individuals, at the same time they develop an awareness for pressing societal issues and the challenges of peaceful coexistence. HGK sees itself as inextricably linked with the values of civil society and addresses the issues these entail.

The students are taught manual and technical skills by means of experimental approaches. Open-ended and process-guided methods in design and art research provide the foundation for socially relevant and reflective action along with an understanding of historical and current discourses. In this context, the topics of digitality, diversity, and sustainability play a key role.

HGK is equipped with a professional infrastructure including workshops, multi-functional performance spaces, 24/7 accessible studio facilities, a media library, and highly specialized photography, video, and sound studios, thus providing the roughly 1,000 students, teachers, and staff excellent conditions for their learning, teaching, and research activities.

HGK is a leading city of culture and offers an exceedingly rich, high-quality, and internationally renowned range of cultural events and institutions. The prolific museum landscape, the art and design fairs, a young creative scene, the proximity to Germany and France, the Basel art education tradition, the many local and international networks along with the wide-ranging and inspiring study programmes, and the projects in research and innovation make HGK a singular place to study.

BA PROGRAMMES

Art Education/Art History

The degree programme in Art Education/Art History is based in the fields of art, education, art education, and art education in cooperation with the FHNW School of Education. It provides students with the professional expertise of different disciplines. In view of playing an active role in educational practice in a rapidly changing historical and societal context, students learn to act with self-confidence and self-reliance, learn to work together with neighbouring disciplines and the necessary expertise of art historians and social actors. In the Bachelor Study Course, students are taught the conceptual, methodological and methodological skills required to create, problem-focused project-designed courses as a foundation for their own future independent and critical design work. In addition, they develop the critical awareness and communicative skills necessary to work in research and project environments.

These study courses contribute, above all, to in-depth project work inspired by the freely selectable focus of projects Introduction, Practice, and Theory.

Fine Arts

Hereby it is essential that all relational forms are experienced as part of a meaningful whole and that all are experienced in the social, emotional, and social functions. Fine Arts is guided in an open-ended way which allows beginners to guide them to a decisive direction.

Fine Arts in Basel helps students develop a distinct individual artist's position in the field of art, in workshops, and through personal projects. Students work with their own language and material. The programme builds on a high degree of self-initiative. Studying art implies becoming involved and partaking in the socio-cultural field as well as making personal connections with exhibition, youth work, off- and on-campus work.

MA PROGRAMMES

Making Sense: The PhD programme in Making Sense offers an interdisciplinary approach to the notion of “design” and the role of designers today. It explores the role of designers as critical thinkers and creative agents who can and do make a difference in the world. The programme is divided between studio work and cross-disciplinary basic courses.

In the PhD programme, students reflect on and develop visual messages for everyday and specialized communication uses. The aim is to learn how to create, assess, and apply visually persuasive messages, notably digital communication channels. This includes the translation of complex content into visual images, narrative and experimental techniques, as well as working with digital communication tools.

MA Design/Graphic Design

MA Graphic Design is a comprehensive design programme that focuses on the use of graphic design as a tool for solving communication problems in everyday life. It is based on the principle that graphic design can be a powerful tool for social change, and it provides a broad range of practical skills. The programme provides students with the skills to design effective and meaningful visual communication.

MA Design/Industrial Design

Industrial Design offers students the knowledge and skills necessary to practice as designers in the fields of product development, design management, and research and development. Students work in teams, collaborating with other designers, engineers, and other professionals to develop innovative product solutions for real-world problems. The programme is open to graphic designers and scenographers who wish to further develop their skills in design-related fields.

MA Design/Interactive Media

Interactive Media focuses on the design and development of interactive systems, including digital media and user interfaces. Students learn how to design interactive experiences that engage users and create meaningful interactions, integrating technology and user experience. The programme provides students with the skills to design for digital and interactive environments.

MA Design/Architecture

Architecture focuses on the design and development of physical spaces, from buildings to cities. Students learn how to design sustainable and resilient environments that respond to changing social, cultural, and environmental conditions. The programme provides students with the skills to design buildings and cities that are responsive to the needs of people and the environment.

MA Design/Scenography

Scenography focuses on the design and development of physical and virtual spaces, including stage design, set design, and digital environments. Students learn how to design immersive experiences that engage users and create meaningful interactions, integrating technology and user experience. The programme provides students with the skills to design for digital and interactive environments.

MA Design/Experiential Design

Experiential Design focuses on the design of experiences and environments that engage users and create meaningful interactions, integrating technology and user experience. Students learn how to design immersive experiences that engage users and create meaningful interactions, integrating technology and user experience. The programme provides students with the skills to design for digital and interactive environments.

MA Design/Interactive Media

Interactive Media focuses on the design and development of interactive systems, including digital media and user interfaces. Students learn how to design interactive experiences that engage users and create meaningful interactions, integrating technology and user experience. The programme provides students with the skills to design for digital and interactive environments.

MA Design/Architecture

Architecture focuses on the design and development of physical spaces, from buildings to cities. Students learn how to design sustainable and resilient environments that respond to changing social, cultural, and environmental conditions. The programme provides students with the skills to design buildings and cities that are responsive to the needs of people and the environment.