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## *BASEL DREISPITZ*

### BA PROGRAMMES

#### Arts and Design Education

The degree programme joins artistic and creative practices with a theoretical examination of art, design, and education. The students engage with art, culture, design, technology, and communication from a practical, theoretical, as well as educational perspective. The 'Learning Lab Art and Design' offers workshops, studios, and seminars where students learn how to manage creative processes and test their abilities in the shaping of experience and knowledge spaces. In cooperation with regional, national, and international partners from the fields of art, design, and education, they learn how to implement practical applications, develop an understanding for educational issues, and devise strategies for specific learning situations. A BA degree entitles graduates to take up professional work in the socio-cultural field as well as in connection with exhibitions, youth work, off-spaces, and course work.

#### Fashion Design

'Doing Fashion' is the name of a holistic design practice that frames and defines the degree programme. 'Doing Fashion' implies becoming involved and partaking in the shaping of the present as well future in a responsible and sustainable manner. The aim is to create alternative spaces in the field of fashion design and develop ideas that go beyond the conventional understanding of fashion. Through practice-based experiencing and by way of understanding the complex relationship between body perception and design, fashion becomes comprehensible and explainable in all its aesthetic, sensuous, and social functions. Fashion is regarded as part of an everyday culture that adopts a critical stance towards social change and trends and has the power to guide them in a desirable direction.

#### Fine Arts

Studying Fine Arts helps students to develop a distinct, individual artistic position. In the studio, in workshops, and through projects and exhibitions, students learn to shape their own artistic language. The programme builds on a high degree of self-initiative. Studying art implies becoming familiar with art. Artists are pioneers by connecting worlds, which appear to have nothing in common, in new and surprising ways. They redefine the language of traditional media, materials, and technologies through experimentation, by formulating new concepts, writing essays, consulting archives, or choreographing bodies in spatial configurations. Artists are forever intent on engaging with and exploring what contributes to our extended perception of so-called reality, thus make a meaningful contribution to society.

#### Industrial Design

Aesthetics, utility, materiality, emotional impact, readability, the value of form: the design of serial products builds on the knowledge and expertise of different disciplines. In view of playing an active role as designers in a rapidly changing lifeworld, students learn to act with self-confidence in their own subject field and to interact with neighbouring disciplines with the necessary expertise and social competence. In the Basic Study Course, students are taught the conceptual, methodological and hands-on skills required in creative, problem-focused design processes as a foundation to their own future independent and critical design work. In addition, they also deal with the communicative and display aspects of design in the shape of drawings, models and virtual simulations. The Main Study Course centres, above all, on in-depth project work inspired by the freely selectable focus projects 'Introduction, Practice, and Vision'.

#### Interior Architecture and Scenography

The transformation towards a fossil-free, carbon-neutral world and the cultivation of responsibility stand as major design challenges: they include making our spaces worth living again in their social, ecological as well as economic dimensions. One of the core elements of the degree programme includes the establishment and testing of sustainability. The work of interior designers and scenographers includes advancing positive concepts and concrete visions towards societal change: they design both interiors and public urban spaces with an eye to social exchange, cohabitation, and coexistence. In the course of the programme, students acquire a broad foundation of theoretical knowledge and work on their skills in research, analysis, and critical thought and reflection. They learn about the design of public spaces not merely in studios, workshops, and course rooms – rather, they are given the opportunity to realize and implement their concepts in collaborative projects on a 1:1 scale.

#### Process Design at HyperWerk

"How can we live together?" This is the question behind all the projects and discourses at HyperWerk and the study of Process Design. The 'we' includes human as well as all non-human actors in our shared lifeworld. In addition, this 'we' is subject to constant scrutiny. HyperWerk is an opportunity space for new and unexpected design solutions. Students engage with a wide range of subjects, learn from on-going debates, and practise their design skills in experimental, self-devised projects. Design is focussed on the spatial and temporal alignment of social relations in a post-industrial society. Hereby it is essential that all relational forms are open to scrutiny, attention, nurture, and shaping. Students develop the skill to co-shape social transformations and sustainable models of action; these are tested in the course of their studies, with the potential of growing beyond them.

#### Visual Communication and Digital Spaces

In this degree 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 perceptible messages; notably, deviations from familiar images play a key role in the practice of visual communication throughout. In the specialization 'Visual Communication', students create and design visual messages with the aid of blueprinting, drawing, collage, photography, typographical composition and its counterpart, digital software tools. In the specialization 'Digital Spaces', the focus is on the design and workability of digital media. This includes technical instruction that goes beyond the use of standard software products. The technical possibilities of human computer interaction, digital animation, and generative design, etc. serve as starting points for the design of applications for digital communication channels.

*Cocreate: The aim of CoCreate is to support interdisciplinary learning and teaching and to enhance the permeability of the offers in the BA degree programmes at HGK. CoCreate underpins interdisciplinary learning, experimenting, planning, coding, thinking, and producing in the fields of art, design, creative practices, and discourse. CoCreate comprises the CoCreate-Week at the start of the fall semester and the teaching programmes CoCreateSummer and CoCreateFall during the fall and spring semesters. Apart from facilitating interdisciplinary learning and teaching, the programme's focus is on the following core themes: thinking art and design; being diverse (diversity, inclusion, sustainability), materiality & media, creative coding & digital expression, education & documentation.*

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

In various BA, MA, PhD programmes students are given all 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 this entails.

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.

'der TANK', HGK's exhibition room, offers artists an opportunity to showcase projects developed specifically for this space; here students can publicly present projects that have grown on their own initiative or in cooperation with external artists.

HGK is located close next to a number of other leading cultural institutions and creative enterprises such as the library of the SfG Basel School of Design, the HEK (House of Electronic Arts Basel), the studios of the international scholarship programme Atelier Mondial, the ImpactHub Basel, the archives of the architectural practice Herzog & de Meuron, along with the adjacent exhibition venues Kunsthaus Baseland and Schaulager.

As a leading city of culture, Basel 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.

[fhnw.ch/hgk/study](http://fhnw.ch/hgk/study)

### MA PROGRAMMES

#### Arts and Design Education, Teaching Diploma for Secondary Schools

In this degree programme, students consolidate and advance their scientific, artistic, and creative skills and turn their focus on art and design education in conjunction with art research. In the 'Learning Lab Art and Design', subject-specific discourses, theoretical reflection, and practical experience are blended with own art, design, and educational projects. Students engage with the field of art education and communication in the context of cross-regional network modules as well as practice and research-guided study courses. In the courses offered in cooperation with the FHNW School of Education, they learn how to prepare artistic and design-related contents in a scientifically and didactically sound manner, and then get the chance to apply their new skills in school internships. An MA degree qualifies graduates to take up teaching art at Level II Secondary Schools, work as an art educator in museums, or go on to conduct in-depth research in the field of Art and Design Education.

#### Digital Communication Environments

The degree programme allows students to expand on their competences in the fields of design practices, technical know-how, research methods, and theoretical knowledge in the context of digital communication channels. The focus of the programme is on a practical, theoretical, critical, and researched-based examination of pictorial messages along with their production and dissemination in digital media. The competence to engage with practical, theoretical, and research-related issues in digital communication environments is based on the manual-technical ability to visualize large amounts of data, design virtual and augmented realities, develop user experiences for specific appliances, generate

### PHD PROGRAMME

#### MAKE/SENSE: The PhD programme in collaboration with the University of Art and Design Linz

The PhD programme MAKE/SENSE advances practice-guided research in art and design, focussing on three future-oriented topical fields: planetary, materiality, and responseability. In individual projects and through collective discussions, PhD students explore the potentials of practice-based research in art and design in pursuit of socio-cultural, political and ecological transformation. → [makesensephd.ch](http://makesensephd.ch)

images through creative coding, experiment with deep learning technologies and databases, and handle time-based formats of digital animation and video technology. After attaining 120 ECTS credits and their MA degree, students are formally qualified for third cycle training.

#### Fine Arts

An in-depth examination of one's own artistic practice and related issues is at the heart of the MA programme. Students reflect and elaborate on them and relate them to current and historical art discourses. The programme is situated at the intersection of experiment, research, theory, and critical self-reflection, and takes on the form of plenary sessions, seminars, symposia, as well as workshops and mentorships. The students' artistic engagement continues to evolve in the discourse with mentors and experts from the wider field of art. The MA in Fine Arts is offered in collaboration with the Bern University of the Arts.

#### Masterstudio Design

The Masterstudio Design degree programme comes in the shape of a space of experimentation, discourse, and production in which students get the chance to advance their professional skills, test their teamwork potential, and sharpen their profile. In ongoing exchanges with mentors and external experts, students translate features of design research, technology, economics, and culture into future fields of design creation, thus opening up new perspectives for their professional career. The programme is divided between studio work and cross-disciplinary basic modules.

### CONTINUING EDUCATION

#### MAS Graphic Design I / Graphic Design II

In the MAS, students consolidate their experience in design through practice-guided teaching units and advance their analytical skills by engaging with historical and theoretical fields of knowledge. The continuing education programme is open to graphic designers and practitioners in visual communication and media design with a BA or equal diploma. The English-based programme is conducted in cooperation with the University of Illinois Chicago (UIC). The students are enrolled at UIC, the teaching takes place at the HGK in Basel. Upon successful completion of the MAS, graduates are granted an internationally accredited Master of Design (MDes) from the University of Illinois Chicago and two MAS certificates from the FHNW Academy of Art and Design.

#### Basel Summer and Winter Workshops

The Institute of Visual Communication and Digital Spaces offers each year a series of one-week workshops for students, lecturers, and professional designers. The workshops address current topics in digital communication, reflecting on the rich tradition of the 'Basel School of Design'.

#### Studio Experimental Design

The Studio Experimental Design offers a future-facing design education that fundamentally questions designs of our current life worlds. Students critically investigate contemporary design processes and aim at translating norm-critical and post-disciplinary attitudes into an experimental design practice.

#### Studio Fashion Design

Studio Fashion Design is based on the holistic fashion concept of 'Doing Fashion'. Here fashion is understood as a cultural design practice that mirrors changes in society and advances them in a responsible manner.

#### Studio Industrial Design

Studio Industrial Design focuses on three areas: design for innovation, design for the market, and design for a better world. Teaching and research address the integral function of design in conceptualizing, planning, production, distribution, and sensible use of innovative products and services.

#### Studio Scenography

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#### CAS Kunst kann

Applying art-educational strategies in social processes

The CAS 'Kunst kann' (Art can) opens up new perspectives on art, student creativity, and creating together as a team. Participants are introduced to art-educational strategies and learn how to instruct groups and individuals in art-educational work methods as well as how to use creative engagement in the steering of social processes. The continuing education programme integrates methods from the fields of education, fine arts, design, art education, performance along with other participatory practices. The programme is given by experienced teachers, HGK lecturers, and qualified freelance artists in collaboration with the FHNW School of Social Work.