

# HGK BASEL

**BASEL ACADEMY  
OF ART AND DESIGN**

**FHNW**

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.

## BACHELOR OF ARTS

- Fine Arts
- Industrial Design
- Interior Architecture and Scenography
- Fashion Design
- Process Design at HyperWerk
- Arts and Design Education
- Visual Communication and Digital Spaces

## MASTER OF ARTS

- Digital Communication Environments
- Fine Arts
- Masterstudio Fashion Design
- Masterstudio Industrial Design
- Masterstudio Scenography
- Transversal Design
- Arts and Design Education, Teaching Diploma for Secondary Schools





## 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

Aesthetics, usability, materials, emotional impact, legibility, formal value: the design of serially produced goods draws on the knowledge of various disciplines. Students learn how to approach their own discipline with confidence and how to deal with related areas in a professional and socially competent manner.

### ● Interior Architecture (and Scenography)

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

### ● Fashion Design

Doing fashion is a culture, and fashion design is a cultural practice. Alongside an emphasis on performance and performativity, the programme is characterised by a focus on the body, its perception and movement, on body-based design methods and on body-knowledge.

### ● Process Design at HyperWerk

Everything in our world is designed: from our everyday objects and the architecture of our cities to the structures and systems that affect how we interact. Students learn how to develop different forms of coliving and initiate social change.

### ● Arts and Design Education

Working with art and design – and with people: The programme offers a strong foundation for direct entry into a career in socioculture, art, design and cultural education, or embarking on an Master.

### ● Visual Communication (and Digital Spaces)

As digitisation 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 all bachelor

CoCreate aims to promote cooperative and interdisciplinary working methods and to develop interdisciplinary skills in the areas of business, culture, science, digitisation, diversity & inclusion and communication. At the beginning and in the middle of the semester, Bachelor students work in CoCreate for one week across all degree programmes.

Application:  
Start of semester:  
Studying mode:

Fees:  
Language:

Place:

## 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 Schools)

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 prepares students for upper secondary education, museums, socio-cultural institutions, the arts, and academic research.

# JOIN

BA 15 February; MA 15 March  
September  
Fulltime, BA 180 ECTS,  
MA 90 to 120 ECTS  
fhnw.ch/hgk/fees  
BA German, partly in English;  
MA English, MA Arts and  
Design Education German  
Basel, Switzerland

# JOIN JOIN

## PHD-PROGRAMME

The MAKE/SENSE PhD programme in cooperation with the University of Art and Design Linz promotes practice-based research in art and design, operating within three future-facing areas of concern: Planarity, Materiality and Response-ability. There are two further doctoral models as well.

## CONTINUING EDUCATION

### 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 a experimental design practice with digital and analog tools.

### CAS / Workshops

The 'CAS Circular Economy & Innovation' in cooperation with the FHNW School of Business focuses on the transformation of our economy and integrates design as an important driver of innovation.

The CAS 'Art and Peace' is a collaboration between the HGK Basel, swisspeace and Atelier Mondial. Alternating workshops on artistic, creative and socially relevant topics and methods can also be combined into modular CAS programmes.

Gestaltung; Studio Moono

# JOIN THE CAMPUS LIFE



fhnw.ch/hgk