

## **MASTER OF ARTS IN ADVANCED DESIGN CONSECUTIVE MASTER'S DEGREE PROGRAMME**

APPLICATION PERIOD 15 November to 15 January (every year)  
PROGRAMME START 15 March (every year)

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### **FUTURE SCOPE OF DESIGN TASKS**

We live in a time of radical change that will lead to drastic changes in economic, environmental and social conditions. In a world of dwindling resources, designers of the future will have to deal increasingly with poverty, hunger, migration, natural catastrophes and the subsequent massive social and environmental challenges. In the light of these facts the scope of design tasks will have to change radically in the next few years: moving away from specialization and towards an overarching role that is interdisciplinary, uniting and socially and environmentally responsible. The knowledge and skills designers possess will become even more important in the future, as designers will be called upon to develop solutions in heterogeneous teams, to take holistic approaches to design problems, to analyse information and to find creative solutions that are based on integrated processes. Fields such as design research, design criticism and design theory have gained much significance in the scientific community and will be increasingly seen as indispensable foundations of profound education and training in design.

### **OBJECTIVES**

With its Master's degree programme in Advanced Design, Munich University of Applied Sciences provides students with the opportunity to engage in a visionary approach to design that combines both theoretical and practical elements. Students in our degree programme will learn how to respond to the social and environmental challenges of our time. We want to enable committed young designers to design within an interdisciplinary environment and to explore cutting-edge concepts in both theory and practice. The Master's degree programme in Advanced Design gives students useful skills in the areas of human centered design, strategic thinking, creative planning, social design, transformation design and environmental design. It encourages creative, experimental and visual design through artistic and intellectual exploration.

Students will develop their creative thought processes and critical thinking skills, cultivate an interdisciplinary approach to design and will be able to create designs that reflect society's needs within their own attitudes and original ideas. The complexity of future design challenges will require the use of integrated design processes and the development of designs focused on problem solving and open outcomes. This Master's degree programme emphasizes the special cultural mandate and ethical responsibility of designers.



## **NEW MASTER'S DEGREE CONCEPT**

In recent years, numerous Master's degree programmes have been established in the design field that offer students the possibility to specialize in a specific area of design. The Master's degree programme in Advanced Design at Munich University of Applied Sciences is unique in enabling studying design as a holistic discipline. The programme ranges from intellectual and practical facets to interdisciplinary and intercultural aspects, follows high design standards and offers a unique range of courses in design theory. It is aimed at graduates of German and international design schools, as well as graduates from related disciplines (e.g., architecture, fashion design, graphic design, interior design, media design, user interface design etc.).

## **PROGRAMME CONTENT**

The term "Advanced Design" which defines this Master's degree programme incorporates an investigative and experimental, process-oriented and interdisciplinary approach. It focuses on addressing overarching problems in a comprehensive manner, designing future models, and developing creative solutions to meet the new challenges of a globalized world. As a student in this Master's degree programme, you will learn the theoretical, methodological and fundamental concepts needed for an overall conceptual and creative understanding of the central phenomena of everyday life and consumer culture, as well as the social and environmental responsibilities of design. The programme puts emphasis on the ever-changing economic, technological and social environment as well as the special cultural mandate and responsibility of designers. Students in the Master's degree programme are instructed and mentored by professors and lecturers from the Department of Design. Additionally, highly qualified specialists from industry and research will teach courses.

## **FOCUS**

Students in the Master's degree programme are not restricted to one of the three fields of study (photo design, industrial design, communication design) of the Faculty's Bachelor's degree programme. Instead, they delve into overarching issues within the discipline of design. Students will deal with fundamental questions of design, challenge current approaches and perspectives and critically examine the importance of designers in a social context. Issues of innovation, social impact and sustainability will as well play a central role in this process as design theory and theoretical approaches. The three theory modules – Contextual Thinking, Responsible Thinking, and Future Thinking – demonstrate the programme's emphasis on the reflection of social, environmental, and technological problems relevant to the design discipline and new working areas that have arisen for designers in fields of design writing, curating or promoting design.



### **COURSE OF STUDY**

The three-semester Master's degree programme in Advanced Design starts each summer semester. Each year 15 students who hold a Bachelor's degree or diploma will be admitted to the programme. As part of the project modules in the first two semesters, an overarching task is assigned to all Master's students. In completing this task students will further develop their individual focuses in both their practical and theoretical aspects and will refine them within the framework of interdisciplinary discourse. For the Master's thesis students will develop a topic that they work on largely independently, focusing on practical and/or theoretical issues. Using experimental approaches, creating designs with open outcomes, and gaining new insights are goals that lie at the heart of the Master's thesis.

### **DEGREE AWARDED**

The consecutive Master's programme in Advanced Design gives students the possibility to study for a total of five years and earn a Master of Arts degree. With the Master of Arts degree graduates will have attained the necessary qualifications to begin doctoral studies or to be admitted into senior levels of civil service.

### **CAREER PROSPECTS**

Graduates of the Master's degree programme in Advanced Design should be capable of independently analysing complex problems, taking a holistic approach to design projects and solving conceptual, theoretical and practical challenges autonomously. In addition to their traditional role as employees, graduates should have a keen sense of social responsibility and critical thinking skills and should express exceptional artistic or creative originality. They should be able to take on leadership roles in organisations and stay on the cutting edge of both practical design research and concrete product planning and development. Graduates will be in a position to reflect critically on their discipline, to promote the design discourse at a high level, to anchor design within an interdisciplinary context and to serve as strategic, proactive and unorthodox thinkers. Graduates are committed to processes that are ethically responsible, sustainable and functional. Additionally, graduates of the Master's degree programme in Advanced Design will have good career prospects in research and development, strategic development, corporate communications, business consulting, marketing, research, academia, design criticism, design journalism and research, trend research, the media industry and international organisations (e.g. environment, politics, or economics).



## **REQUIREMENTS**

You must meet the following admission requirements to be considered for the consecutive Master's degree programme in Advanced Design:

- Copy of academic records or transcript for a degree earned in a design field (or academic records or transcripts for a related degree) with an overall grade of at least "good"
- Proof of 210 ECTS-points (including an internship semester)
- Proof of an internship semester or an internship of at least 18 weeks or experience working in the field. (If you can prove 180 ECTS-points with 6 semesters at university, but no internship semester, you can prove it within your first year of the programme.)
- Proof of German knowledge is required in "DSH-Stufe 2" or „TestDaF Stufe 3“.
- Relevant supporting documents
- Successful online application, portfolio and interview

## **ONLINE APPLICATION (German)**

[https://www.hm.edu/studieninteressiert/bewerbung/master\\_bewerbung/](https://www.hm.edu/studieninteressiert/bewerbung/master_bewerbung/)

## **PORTFOLIO**

After your online application your analogue portfolio must be send to our department (DINA3, max. 25 sheets, CV, cover letter, declaration of the authorship of the work) and has to arrive January 15th at the latest. If your work fulfills our requirements we will invite you to an interview at our department.

## **GENERAL INFORMATION FOR INTERNATIONAL STUDENTS**

<https://www.hm.edu/foreign/>

## **COSTS**

There is no fee for studying, only a fee for the student union (currently 62,- EUR) and the public transport pass (66,50 EUR) per semester.

To learn more about sholarships, living costs etc., please find information and contact persons here (German):

[https://www.hm.edu/studieninteressiert/studienberatung\\_1/foreing/rund\\_ums\\_studium.de.html](https://www.hm.edu/studieninteressiert/studienberatung_1/foreing/rund_ums_studium.de.html)