

Master degree programme
COMMUNICATION DESIGN

*COMMUNICATION > CREATIVITY
> EMOTIONS > SOCIAL MEDIA >
AESTHETICS > VISUALISATION*

The interdisciplinary degree programme places a strong focus on the design and creative skills required to implement successful communication strategies based on analogue and digital media. Communication design enables or improves the approach to content and makes it more understandable, convincing and effective.

You will learn about corporate identity, design management, print production, digital production, creative techniques and visual aesthetics. From the first to the fourth semester you will also work on concrete design projects, which will help you to hone your skills in the methodical development of ideas and their implementation in real-world products. This ensures that you will be well prepared for the world of work.

Presentations by international experts on issues such as editorial design, emotional design, experimental typography and interactive information systems will provide up-to-date inspiration for your everyday design work. The degree programme also enables you to adopt an intensive scientific and experimental approach to design issues that interest you. Our teaching staff provides individual support and supervision throughout the programme.

FACTS

- Master of Arts in Arts and Design (MA)
 - Work-friendly
 - 4 semesters / 120 ECTS
 - 12 places per year
 - Language of instruction: German / English
 - Head of Degree Programme:
Dr. Josef Gründler
 - FH JOANNEUM Graz
www.fh-joanneum.at/
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CAREER PROSPECTS

The graduates of the master degree programme in Communication Design are well equipped to develop and implement successful communication concepts. Their qualifications equip them to work as art directors, creative directors or advertising managers for advertising agencies, PR departments of companies and other organisations or to set up their own businesses as self-employed designers. Work opportunities for our graduates arise wherever creative concept skills, design solutions expertise and the ability to implement communication concepts in practical settings are required.



CURRICULUM: 120 ECTS (30 ECTS per Semester)

1st semester	2nd semester	3rd semester	4th semester
Media Theory	International Design Discourse 1	Future Design Lab	Master's Thesis
Narratives and Dramaturgy	Design & Research 2		
	Leadership Lectures	Design & Research 3	
Psychology of Perception	Project Management	Final Crit	
City of Design - Local Networks		Excursion	
Marketing and Corporate Identities	Print Production		
Design Management & Strategic Design		Interactive Infosystems	
Designing with Code	Presentation Strategies		
Design & Research 1		Design & Research 2 (COD)	
Visual Communication	Project Work 2 - Experiment (COD)		
Design & Research 1 (COD)			
Project Work 1 - Explore (COD)			
Electives Subjects: Interfaces, 3D Design, Sreendesign, Sound and Communication, Audio Production and Postproduction			