



Study in Schwaebisch Hall | Germany



Fachhochschule Schwaebisch Hall
School of Design
University of Applied Sciences





Welcome to Schwaebisch Hall

Schwaebisch Hall is located in the central region of southern Germany, not far from the major cities of Stuttgart, Frankfurt and Nuremberg.

Salt and the rich trading relations gave the town its historic prosperity. Even today, one feels much of its early cosmopolitan personality and power. The character of the former Reichsstadt (historic 'free city') is stamped by a dynamic history lasting now for more than 2500 years. Today, Schwaebisch Hall is a modern prosperous business and cultural center. Its picturesque townscape and its cultural attractions make it a well known traveling and touring destination.

And there is much to be discovered. The many friendly cafés, bars, restaurants and beer gardens along the medieval bridges, as well as the beautiful public parks following the Kocher River, endow the town with a nearly Mediterranean flair. Here's where people meet to relax and to talk. Surely everyone will quickly find his or her most favorite place.

City and region offer many sport activities: i.e. the newly renovated saltwater pool and the huge recreational and outdoor pool; courses exists for ballet, gymnastics, dance, golf, tennis, aikido, as well as American football, just to mention a few. Lakes, rivers, and bicycle trails through the beautiful countryside of Hohenlohe offer many more activities.

In addition, Schwaebisch Hall is a major cultural center for the entire region. The city hosts several museums, galleries for contemporary art, theaters, and community events. For example, the outstanding and internationally known collection of contemporary art in the Kunsthalle Würth, the traditional open-air theater on the stairs of St. Michael's church, the 'Globe Theater' (a modern replica of the original Shakespearian theater) and the Goethe Institute with the permanent presence of international students from all over the world to participate in classes for German language and culture.

Schwaebisch Hall can be called a 'young' old town. Open to the world yet familiar and manageable: the ideal environment for successful studies.

The University of Applied Sciences

The Fachhochschule Schwaebisch Hall, University of Applied Sciences of Schwaebisch Hall, Germany is a private Institution with full governmental accreditation. At present the University of Schwaebisch Hall offers two study courses: Culture Design and Media Design both finalizing with the international bachelor degree. Nearly 160 students are coached by ten (full- and part-time) professors and twenty specialized instructors. This provides a favorable student-teacher ratio of learners and instructors, making an intense professional exchange possible. Unlike large impersonal universities, there is a familiar and personal climate for education. The clear and manageable course structures help students to approach their studies with success.

There are two principle aspects that make the studies at the University of Schwaebisch Hall an interesting choice: its partner-firm concept; and its explicit international orientation.

The partner-firm concept provides the student the opportunity to gain practical experience through one of the university's partner companies. Through this program, every student

attends one of the University's partner companies one day per week and at least one full semester in the course of study. This concept is highly innovative and successful. And this is why the University of Schwaebisch Hall has been honored in 2003 by the highly respected "Oskar Stiftung", a foundation for Midrange Enterprises. Notably, it is the only academic institution to have ever received this honor.

The international orientation is distinctive in its close relationship and exchange with a variety of international academic institutions and experts from all over the globe. All students from the Fachhochschule have the opportunity to study abroad for a full semester at one of the University's partner institutions on an exchange basis. The study abroad program is a curricular requirement for all Media Design students and an option for the Culture Design students. The University of Schwaebisch Hall cooperates with more than 160 professional partner companies and cultural institutions. For the student, this opens doors of opportunity that are normally closed, establishes important professional contacts, and expands the student's vision of the possibilities of their future career.





Studies in Media Design

Multimedia design, media techniques, integrated company practice

Course focus

- *multimedia development and design*
- *web design, Internet and e-commerce*
- *computer graphics and digital art*
- *typography and layout (DTP)*
- *presentation graphics*
- *video production*
- *audio production*
- *3D animation and modeling*
- *content management*
- *theory, conception and organization*
- *media art and fine art*

These studies teach artistic abilities and technical skills in the areas of Internet, multimedia, computer graphics, typography, video, animation and audio. In the media labs, students can develop and experiment with sound, text, images and moving images. Students receive a fundamental artistic education in drawing, painting, sculpture, etc. as well as theoretical knowledge of computer science, the theories of communication and media, media conception and project management.

Basic Studies (1st, 2nd, and 3rd semesters)

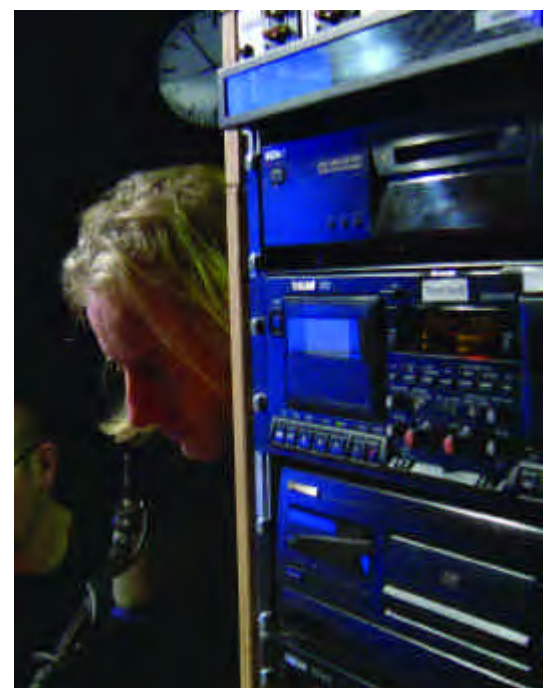
The first three semesters convey not only an introduction to the basics of digital media but also the rudiments of classic design and artistic design via subjects like visual thinking, drawing, painting, typography and 3D design. Alongside these are other topics such as project management and object-orientated programming. Media sociology and the theory of communication are also taught in order to develop a responsible and conscientious understanding of new media, media and art history, and media philosophy. The emphasis of the project work is computer graphics, multimedia, video, audio, and both classical and computer animation.

Main Studies (4th semester and up)

From the fourth semester onwards, the fundamental principles of audiovisual design are consolidated and reinforced via in-depth project studies. Subjects are developed from cultural, social and scientific fields and from the projects of partner businesses. English courses are conducted throughout the studies and close coordination with partner colleges ensure that the 5th semester can be spent at an English-speaking partner college.

Semester Abroad (5th semester)

The fifth semester is spent at an English-speaking partner college/university, where ongoing projects can be completed. The achievements of this semester are fully recognized and accepted by the Fachhochschule Schwabisch Hall.



Practical Semester (6th semester)

This semester is completed at a company where the skills and knowledge gained thus far can be intensified through real-world experience.

Bachelor Semester (7th semester)

The 7th semester is for the production of the final bachelor work - this could consist of either practical work at a partner company or a personally selected design project. During this time the project thesis is to be written, including a synopsis of both the theory and concept of the project and a consideration of the tools and methods used.

Final Qualifications

After seven semesters, the studies lead to a "Bachelor of Media Design".

Day of Work Experience (Practical Day)

Throughout the whole course of studies, the students have one professional day per week at a partner firm during which they work on practice-orientated projects. These could be - among many other things - an Internet site, a product video, an expo presentation, or a multimedia CD-ROM.

Semester Dates

Semesters begin in October and March. New student enrollment occurs in the beginning of each semester. The program of contemporary media design is practice-oriented and internationally relevant. It places at its core a high-quality program of education.

Studies in Culture Design

A combination of artistic design, organization and art appreciation and interpretation (ie. museum docent)

Course focus

- *Principles of fine art*
- *Cultural organization and structures*
- *Art mediation and appreciation*
- *Art and cultural administration, consultation and management*
- *Project conception, development and realization*
- *Continuing educations*
- *Museum and cultural docent pedagogy*

These studies convey the qualifications required for employment in various cultural fields of work. The course combines knowledge in the areas of art and cultural mediation with creative and organizational abilities. The aim of the training is a graduate whose profile is flexible and multidimensional and who has specialist knowledge and an interdisciplinary competency. The basis of the studies consists of the comprehensive fundamental principles of fine art and project work in the fields of art, cultural education and cultural management.

Basic Studies (1st, 2nd, and 3rd semesters)

In the first three semesters students acquire the fundamental principles of artistic design. Practical experience leads to the development of individual pieces of semester work (idea, concept, realization) and a thesis. The main emphasis of the 1st semester is in the area of color and painting - the basics are supplemented with color phenomenology and experimentation. In the 2nd semester the foundations of 3D and plastic art and sculpture are acquired. The focus of the 3rd semester is the observation of basic phenomena in nature and art. The personal artistic approach of each student is consolidated. Seminars dealing with epistemology (theory of knowledge), cultural philosophy, art history and media design run throughout the whole course of studies.

Main Studies (4th semester and up)

The main focus of the course of studies is the teaching of art and cultural education and cultural organization in preparation for a professional career. Project work in teams teaches the dynamics of idea exchange. The main study is supplemented by the theories of educational psychology, culture-related sociology, media theory, art history and cultural philosophy.



Practical Semester (5th semester)

This semester is completed at a fine arts and cultural institution, such as museum, gallery, cultural office, public or private collection of fine art, city archive or event agency. In this way students receive a direct practical experience to prepare them for a professional career.

The Project Semester (6th semester)

This semester is entirely dedicated to interdisciplinary team-projects for example organizing cultural events for communities, museums and corporations. This experience is excellent preparation for 7th semester.

Bachelor Semester (7th semester)

The 7th semester is for the production of the final bachelor work - this could consist of either practical work at a partner company or a personally selected design project. During this time the project thesis is to be written, including a synopsis of both the theory and concept of the project and a consideration of the tools and methods used.

Day of Work Experience (Practical Day)

Throughout the whole course, the students have one practical day per week at a partner-institution. The practical day provides early

orientation and contact in the relevant fields of work possible. From the institutional experience, and under the guidance of a professor of the Fachhochschule, specific tasks and solutions can be discussed and worked on to the greatest possible extent. The work can be completed in scientific institutions as well as in business, social and cultural administration. The projects should cover artistic tasks predominantly in cultural fields of work, which, depending on the project, encompass manual and technical skills, organizational, scientific and artistic abilities.

Final Qualifications

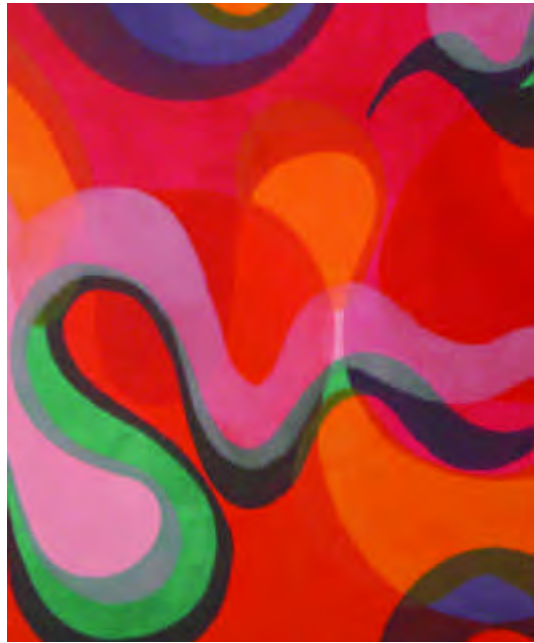
After seven semesters, the studies lead to a "Bachelor of Arts in Culture Design". The educational objective is the achievement of the qualifications required for professional work in the field of culture.

Semester Abroad

After graduation the students can spend a semester abroad at one of the partner colleges in USA or Europe.

Semester Dates

Semesters begin in October and March. New student enrollment occurs in the semester beginning in October.



Study Abroad / Exchange Program

The study-abroad program at the University of Schwaebisch Hall is administered as a student exchange between the University and its foreign partner institutions. This exchange program for students and faculty is well established.

The program has been active for several years and is an integral part of the curriculum at the University. All students in Media Design are required to participate in a one-semester study abroad program and for students in Culture Design the study abroad program is a valuable educational option.

Each semester, exchange students from the University's several partner institutions come to Schwaebisch Hall to study.

The University of Schwaebisch Hall is an ideal choice for English-speaking exchange students for many reasons:

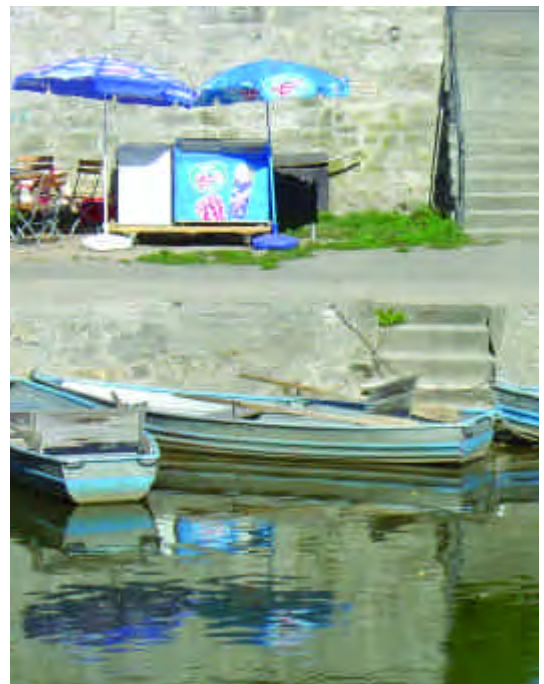
- Courses at the University of Schwaebisch Hall are of a comparable level to courses in a typical BFA program in the USA and, therefore, course credits transfer easily.
- Course offerings provide a full range of digital media instruction: digital technology and theory; image processing; typography; web design; interactive design; Internet programming; digital audio and composition; video; 3D modeling; and animation. Studio fine arts courses of Culture Design can be

attended, tutoring in English by a professor for free art work is possible. Extern studio space can be offered during summer term.

- Classes are small and the digital labs are fully equipped
- Semester dates offer scheduling compatibility with foreign college semesters and terms:
 - The fall/winter semester starts the first week of October and ends mid-February, with a holiday break from mid-December to mid-January. (The fall / winter semester courses for 4th semester students are condensed to end in mid-December. These condensed courses are ideal selections for foreign exchange students to return to their home institution in January.)
 - The spring/summer semester starts mid-March and ends early July. (The spring/summer semester offers the greatest range of courses selection for foreign exchange students. It is the semester that most foreign exchange students choose to attend the University of Schwaebisch Hall.)
- Nearly half of all Media Design courses are taught in English and most other courses can accommodate English-only speakers.
- All German media design students and nearly all faculty and staff speak fluent English.



- Each semester there are several other native English-speaking foreign exchange students at the University.
- All software programs in the core media labs are in English.
- Optional German classes are provided as part of the exchange program in the spring / summer semester.
- Student housing is easily arranged. The University of Schwaebisch Hall now has its own foreign exchange student and faculty guest house close to campus.
- The University is a small, personal institution where students cannot 'get lost' either academically or socially.
- The city of Schwaebisch Hall is also small, secure, and conveniently located for European travel. (You'll find it in the center of Europe, 75 kilometers east of Stuttgart in southern Germany.)



Conclusion

Interdisciplinary knowledge and the ability to work in a team - as well as objective and time-orientated project organization in the framework of career-centered practical work at a partner firm - form the other goals of the course of studies.

Commercial success as a designer is founded on dedication, talent, technical knowledge, a high degree of social competence, and an aptitude for design: skills that are brought to our young designers at the University of Schwabisch Hall. In seven semesters, students experience a comprehensive education in almost every aspect of media and culture design.

The curriculum consists of art theory, basics of media and culture design, marketing, and project management, as well as practice related subjects. Highly skilled professionals provide the theoretical and practice-oriented instruction.

Through in-depth, practice-oriented projects the students learn step-by-step essential professional skills and knowledge. Working on team pro-

social competence is a critical key to success. Working within a team means to rely on others. Working with others helps the students to understand why as others will also rely on you. Through teamwork projects, different models of decision-making and management are examined and tested.

The program of studies in media and culture design is also internationally oriented. That means an intensive exchange with partner universities throughout the world, in a rapidly growing and wide spreading network of institutions. Both student and faculty exchanges with institutions from the United States of America, the United Kingdom, Australia, Poland, Romania, and others enrich the studies on a high international level.

Nearly half of all lessons in Media Design are held in English. That, and the close contact with English-speaking staff, faculty, and friends help to overcome language barriers and lead to a high-level international program of studies.

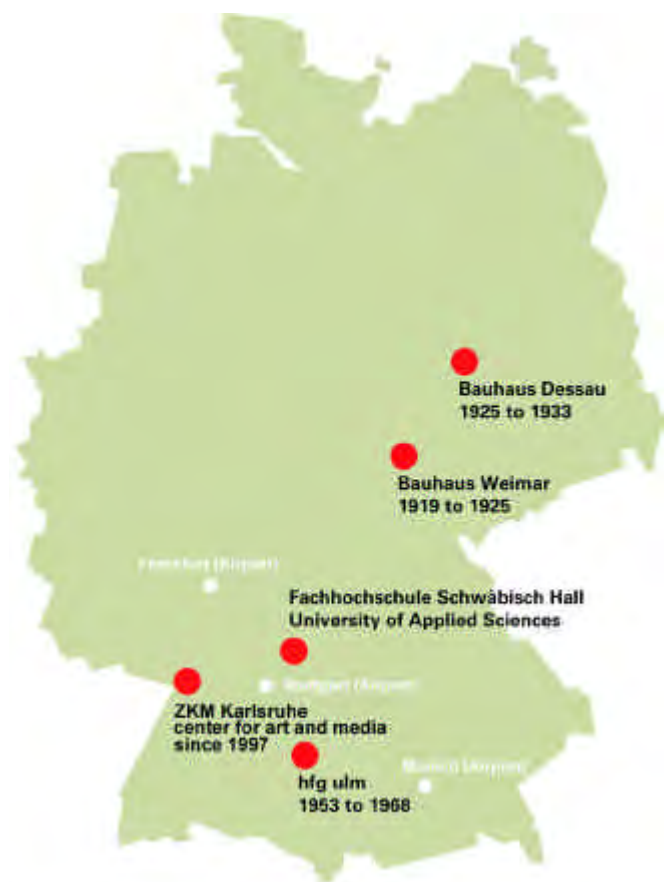
Application Form

The foreign student exchange application form can be downloaded from the English language section of the university's website: www.fhsh.de

Contact information:

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The Goethe Institute

The Goethe Institute, a federal institution, offers courses in German language and culture. There you can learn a high standard of German effectively and successfully, experience cultural and leisure activities while getting to know German and its people.

One offers language courses for adults and teens. Optimal preparation is provided for internationally recognised examinations while teaching you the German language - for business, studies or holidays.

The Goethe Institute is housed in a beautifully renovated spacious historic building, adjoining the Fachhochschule Schwaebisch Hall and centrally located in the old town centre.

At the Goethe Institute in Schwaebisch Hall you will find:

- a pleasant learning atmosphere in classrooms provided with modern furnishings and equipment
- free supplementary courses in the afternoon (e.g. phonetics, literature, history, specialised language)
- supervised cultural and recreational programme
- many opportunities for personal contact through the "Freunde des Goethe-Institut" support association
- Internet café with free individual Internet access and mediothek
- large cafeteria, party room, disco
- accommodation in guest houses
- homework room / common room (with table tennis)
- concert grand piano (Bechstein), practice piano
- institute bus; bicycles for hire

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 Head of Institute: Peter Panes

The MAX KADE FOUNDATION of NEWYORK supports the University's international exchange by providing a Max Kade Guest House of Fachhochschule Schwaebisch Hall for visiting exchange students and faculty. The Max Kade Guest House is a historically renovated building of the 17th century. This beautiful structure is located in the heart of Schwaebisch Hall within easy walking distance to the University. For foreign students and faculty, living in this guest house is not only convenient, it is a cultural and historic experience.





www.fhsh.de