

Studying at Pforzheim offers students excellent career opportunities, as the Design PF degree programs all focus on interdisciplinary, project-oriented learning.

A Transportation Designer who has earned a master's degree is capable of working in responsible positions in the automotive industry. The majority of Transportation Designers work in the design departments of vehicle manufacturers (Global OEMs)

Possible fields of employment in this industry include design drafting for serial design or advanced design, supervising model making (digital and clay), and working together in a mixed team (technical development, branding, marketing, suppliers and design studios).

Graduates of the Master of Arts in Transportation Design will have the skills necessary to lead: they know how to structure a project team, plan a design project and supervise its execution.

In addition, they also work successfully in many other fields of vehicle design, e.g. public transport by road and rail, aviation, and yacht construction. Their specific career path will of course depend on individual interests, skills, and personal goals.

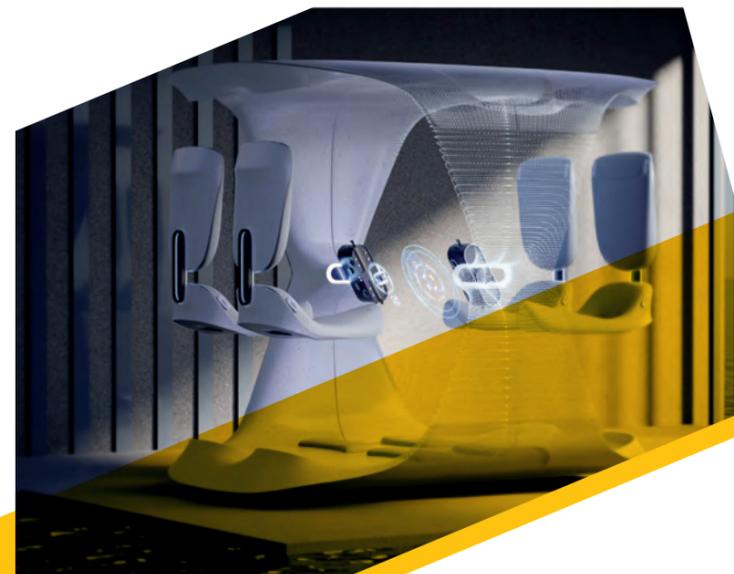
Some of our successful alumni

- Brano Mauks
(Chief Design Officer at SB Design Studios)
- Simon Tovey
(Design Director Exterior Lucid Motors)
- Sebastiano Russo
(Design Director Exterior Li Auto Shanghai)
- John Paul Gregory
(Head of Exterior Design Lotus Tech Creative Centre)
- Michael Silbereis
(Design Director Interior Li Auto Shanghai)
- Andrew Hart-Barron
(Head of Interior Design Jaguar, Land Rover and Defender)
- Tobias Kregel
(Lead Interior Designer BMW)
- Mohammad Hossein Aminiyekta
(Team Leader Exterior Design for smart & Vans Mercedes-Benz AG)
- Jun Lu
(Design Director Interior, Geely Design)

Design PF Transportation Design Master



↑ Hugo Iglesias Alvarez, *Kia X Mars*



Studying at Design PF

opens: doors and eyes

The School of Design at Pforzheim University can look back on more than 140 years of history, it stands for expertise and consistent quality. Especially thanks to its artistic focus, the School trains personalities who are confident in their means of expression and are endowed with extraordinary perception.

We offer the widest range of courses in the field of design in Germany, as well as programs that are unique in Germany and worldwide. This makes our graduates particularly sought-after in the global market.

teaches: interdisciplinarily and internationally

Pforzheim University promotes cooperation among its three faculties and accompanies products from their design, development and production to their marketing, logistics and legal issues. In this way, we strengthen our students' visionary thinking and support their strategic activities.

We cooperate with renowned universities around the globe, e.g. the Nova Scotia College of Art & Design in Halifax (Canada), Central St. Martins College in London (England) and Victoria University Wellington (New Zealand). Our students get to know these universities during semesters abroad and during project work, thus gaining valuable insights into diverse design cultures.

offers: prizes and renown

Works by our students are regularly awarded important prizes, including the Lucky Strike Junior Designer Award, the Red Dot Design Award and the ADC Junior Award.

provides: practical relevance and market orientation

Thanks to an excellent business network our students regularly develop ideas for the market and familiarize themselves with its needs and demands. Our students are sought-after cooperation partners and independent thinkers who work in an inspiring, forward-looking environment. This assures that our graduates enjoy very high relevance in the relevant job markets.

We continuously review our teaching content and respond to developments in the industry and the demands of professional life. This enables our graduates to work in their profession independently, successfully and lastingly.

is: artistic and state-sponsored

We place great importance on artistic fundamentals in painting, drawing, sculpture, photography and audiovisual media. By focusing on artistic skills and expertise, we create an atmosphere that allows personalities to mature and fosters the development of independent thinking.



↑ Mingyuan Shi, *The Duo Concept*
↗ Title: Yanan Feng, *2040 MOBIUS*
↓ Francis L'Ecuyer, *Kia FV1*



➤ The MA in Transportation Design is a hub of innovation and creativity. It improves our artistic talents while instilling essential technical skills. In this dynamic environment, we learn to push the boundaries of automotive design, shaping the future of the industry with our imaginative ideas.

Hugo Iglesias Alvarez
Student

Design PF
Pforzheim University
School of Design
designpf.hs-pforzheim.de

Leadership by changing perspectives

Instagram:
[td_pf](https://www.instagram.com/td_pf)

Directly to the program:



Contact
Pforzheim University
School of Design
Holzgartenstr. 36
75175 Pforzheim

Research Assistants
Transportation Design
Monika Markert
(T +49 7231 28 6901)
and Felicia Mülbaier
(T +49 7231 28 6891)
monika.markert@hs-pforzheim.de /
felicia.muelbaier@hs-pforzheim.de

➤ Good design in the world of future mobility translates to seamless integration of innovation, sustainability, and user-centricity, creating solutions that will transform how we move and live.

Prof. Kurt Beyer
M.A. in Transportation Design

What's the Master of Arts in Transportation Design?

The master's course in Transportation Design in Pforzheim is an international specialized program that focuses on the design and development of vehicles and transportation systems. This field combines elements of industrial design, engineering, and aesthetics to create innovative and sustainable solutions for transportation and mobility.

During the course of this program, students will be exposed to a wide range of topics such as automotive design, public transportation design, mobility design, and future transportation concepts. They will learn advanced design techniques, including sketching, rendering techniques and CAD Programs.

The curriculum typically includes both theoretical and practical components. Students will study the history of transportation design, analyze trends and market demands, and learn about materials and manufacturing processes. They will also have the opportunity to work on real-life projects, collaborate with industry professionals, and participate in design competitions. The course is unique in Germany in its current form and is run in close cooperation with the automotive industry.

In addition to design skills, students will also develop a deep understanding of ergonomics, user experience, and sustainable design principles. They will explore ways to improve functionality, safety, and environmental performance of vehicles and transportation systems.

Upon completion of the program, graduates will have gained a comprehensive set of skills and knowledge that will equip them for various career paths. They may work as automotive designers, transportation consultants, design managers, or in research and development departments of automotive companies, transportation agencies, or design studios.

Overall, a Master's degree in Transportation Design offers a unique opportunity for individuals passionate about vehicles and mobility to hone their design skills and contribute to the future of transportation.

Program Structure

The Master of Arts program is structured around three semesters: two project-related semesters and the master thesis. The thesis comprises of a transportation design concept (interior and exterior) to be presented in drawings (manual and digital sketches) and as a data model, as well as a theoretical examination on the subject. It may be prepared in collaboration with an automotive company. Although not part of the formal program, students may do an industrial internship. The language of instruction is English, but it is recommended that all students learn the basics of the German language, although this is not an admission requirement.

Course Description

Overall, the Master's Degree in Transportation Design offers a comprehensive and cutting-edge education in the field. By combining digital training, presentation techniques, and leadership seminars, students are well-prepared to pursue successful careers in the transportation design industry.

The course consists of three main areas. Knowledge gained in specific modules are integrated within the semester projects.

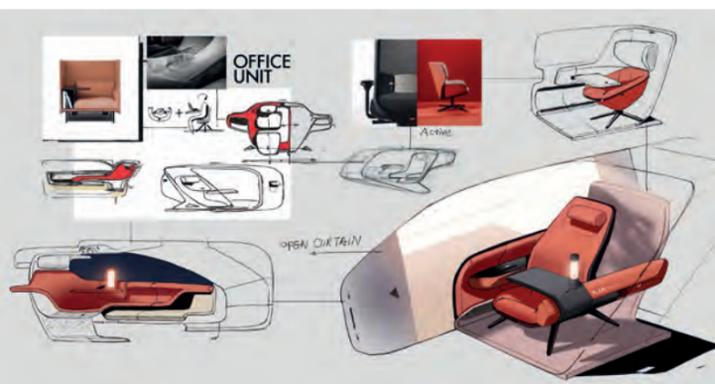
The 'professional studies' module concentrates on fundamentals of automotive design in combination with theoretical, managerial and marketing aspects.

The 'automotive exterior' module focuses on the development of vehicle exterior design within the context of the semester project. Students are required to make concept proposals for a given theme in sketch and rendering form along with a scaled tape drawing based on a technical package. Thereafter, they produce a 3D virtual model.

The 'automotive interior' module is similar to the exterior module, however it is of higher complexity. Students receive feedback in all aspects of automobile interior design necessary for the successful completion of a final 3D virtual model, including rendering and animation (e.g. Blender, Alias, Maya, Gravity Sketching, Premiere). For assessment, students are also required to submit examples of research, including ergonomic and material studies.

Program Content (simplified)

- Automotive exterior module
- Automotive interior module
- Advanced Technologies Ergonomics
- Design / Leadership / Management
- Presentation Techniques 3D I and II
- Presentation Techniques Virtual
- CA material simulation
- CA Exterior Modeling
- Color&Trim



↑ Sooyoon Choi, BMW Digital Garden
↶ Zicheng Tang, Noma Kia Project

↓ Junseok Park, Kia Project



How can I apply?

To apply for admission to the course of studies leading to a Master of Arts in Transportation Design, you have to submit a diploma or bachelor's degree in Transportation Design or Industrial Design, a portfolio, and a certificate of competency in the English language. After pre-selection by the admission committee, you will be invited for an entrance examination and a personal interview. You will then be notified whether you have successfully passed the admission process and, if so, you will be eligible to matriculate at the university. The application deadline for international applicants is September 30th for the summer semester, which begins the following March, and March 30th for the winter semester, which begins the following October; application deadlines for applicants from Germany are October 30th and April 30th, respectively.

What kind of portfolio should I submit?

You present your own artistic works in your portfolio, and you decide how many projects you wish to include: as an applicant, you provide us with insights into your former projects and show us examples of the know-how that you have previously acquired.

Your portfolio should demonstrate a variety of design projects that showcase your skills and creativity. It should focus on sketches and include renderings and CAD drawings which show your capability to generate and communicate design ideas. The portfolio is to be submitted digitally.

The concept and design of your portfolio are taken into account in our overall evaluation of your application. Additional details about the portfolio and your other application documents can be found at designpf.hs-pforzheim.de/en/application

Consultation

There are many ways to familiarize yourself with our School of Design programs. We regularly offer information days, both online and on-site, where you receive answers to your questions about admission requirements and the application process for our various degree programs. The best opportunity to get to know the School is our semester show "Werkschau" (Degree Show): View results of the students' semester projects, meet faculty members in person, and talk with students. All dates can be found on our website. Our StudiCenter (gestaltung.studicenter@hs-pforzheim.de or +49 7231 28 6724) can answer questions about the recognition of diplomas or language certificates. Individualized advice on specific questions relating to the Transportation Design programs is provided by the Research Assistants.