



↑ Francesco Ercolani, *Project Alfa Romeo*

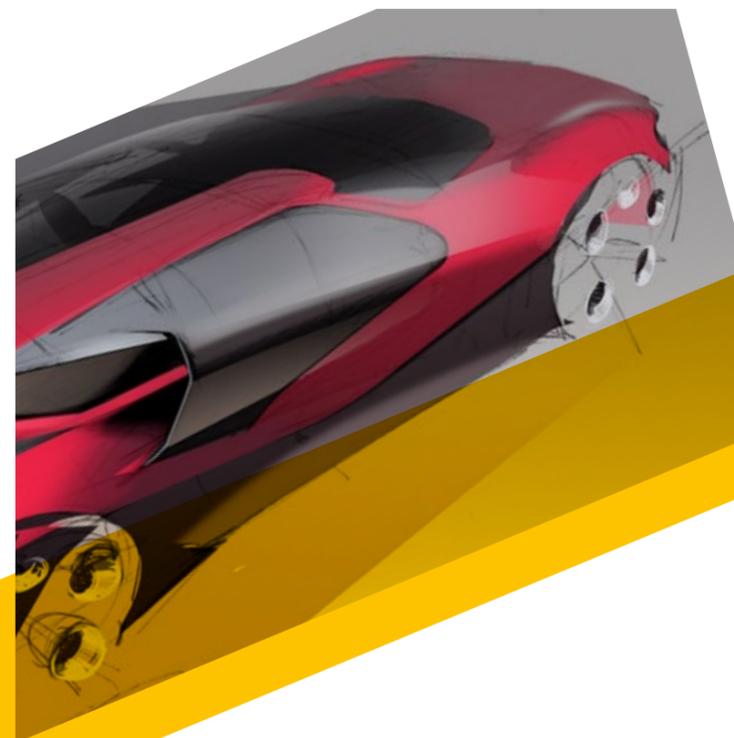
Career

Studying in Pforzheim aims to provide the students with the highest employment opportunities and therefore focuses on interdisciplinary, strongly project-oriented learning experience. 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.

Possible fields of employment in this industry include design drafting for serial design or advanced design, supervising model making, and working together in a mixed team (Development, Marketing, Design). Graduates of the Master of Arts program in Transportation Design will have the skills necessary to lead: they structure a project team, plan a design project and supervise its execution.

In addition to this focus on automobiles, the Transportation Design graduates also work successfully in many other fields of vehicle design, e.g. public transport by road and rail, aviation, and yacht construction.

## Design PF Transportation Design Master



### 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. The Faculty stands for expertise and consistent quality. Especially thanks to its artistic focus, the Faculty trains personalities who can develop their own expression and are endowed with extraordinary perception.

We offer the widest range of courses in the field of design in Germany, as well as courses 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.

has: 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.

offers: 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 question the contents of our curriculums 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.



↑ Erik Satre, *DIPLOIDCHROMACITY LEMANSPROTOTYPESIMPLIFIED*  
 ↗ Title: Francesco Ercolani, *Project Alfa Romeo*  
 ↓ Roman Zenin, *Opel H*

➤ Our products are our highly motivated designers.

Prof. James Kelly  
Transportation Design



Design PF  
Hochschule Pforzheim  
Fakultät für Gestaltung  
[designpf.hs-pforzheim.de](http://designpf.hs-pforzheim.de)

Führend durch  
Perspektivenwechsel

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➤ Good design is defined by a symbiotic synergy of function and aesthetics.

Prof. Lutz Fügner  
Transportation Design

#### What's the Master of Arts in Transportation Design?

The Master of Arts in Transportation Design is an international programme for graduates of Transportation and Industrial Design who would like to further their education either immediately after their bachelor's degree or after having worked in the industry. The course is unique in Germany in its current form and is run in close cooperation with the automotive industry.

#### Program Structure

The Master of Arts program is structured around three semesters, two topic-related semesters and the master thesis.

This comprises of a vehicle design concept (interior and exterior) to be presented in drawings and as a data model as well as a theoretical dissertation on the subject. The Master thesis may be prepared in cooperation with an automotive company.

Although not part of the formal programme, students may do an industrial internship.

The language of instruction is English. It is recommended that all foreign students learn the basics of the German language, however this is not a requirement.

#### Course description

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.

This module is of special interest for industrial designers who wish to gain further knowledge of automotive design methods.

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 scale tape drawing based on technical "package". Thereafter, students should produce a 3D virtual model which should be submitted at the end of the semester for assessment.

The automotive interior module is basically similar to the exterior module. However projects are of a higher complexity than the previous semester. Students are given tuition in all aspects of automobile interior design, necessary for the successful completion of a final 3D virtual model, including rendering and animation (Alias Auto-Studio, Premiere etc.). 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 Management
- Presentation Techniques 3D I and II
- Presentation Techniques Virtual
- CA material simulation
- CA Exterior Modeling
- Color&Trim



↑ Jiaqi Wang, *duetto*

#### How do I apply?

To apply for admission to the course of studies leading to a Master of Arts in Transportation Design, you must submit a diploma 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 to the School of Design for an entrance examination and an 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 is October 30th for the summer semester, which begins the following March, and April 30th for the winter semester, which begins the following October; application deadlines for applicants from abroad are September 30th and March 30th, respectively. Additional details about the application and admission procedure can be found at [designpf.hs-pforzheim.de/en/application](http://designpf.hs-pforzheim.de/en/application)

#### What needs to be in my portfolio?

You present your own artistic works in your portfolio, which you submit bound as a book. You decide how many works you wish to include: as an applicant, you thus provide us with insights into your previous projects and show us examples of the know-how that you have previously acquired. The conception and design of your portfolio are taken into account in our overall evaluation of your application. Data media such as CDs, DVDs, etc. cannot be submitted. Additional details

about the portfolio and your other application documents can be found at [designpf.hs-pforzheim.de/en/application](http://designpf.hs-pforzheim.de/en/application)

#### Consultation

We offer several different ways to gather information and receive advice about a course of study at the Faculty of Design.

The General Student Advisory Service provides information on admission requirements and the application process and answers questions about the pre-study internship, the recognition of prior education, traineeships, etc. In the Departmental Student Advisory Service, members of the various study programs provide information on the structure of studies, career prospects and career opportunities.

In the context of portfolio consultations, professors from the Selection Committee give you feedback on your work and offer you suggestions about which aspects of your portfolio you can improve.

In addition, the School of Design regularly organizes information days at which all courses of study are presented. The exhibit of students' works ("Werk-schau") is the best opportunity to see the results of semester projects, to talk with the students and to receive study guidance.

Our Examination and Internship Office (+49 7231 28 6724) can answer questions about the recognition of diplomas or language certificates. Individualized advice on specific questions relating to courses of study is provided by Monika Markert, +49 7231 28 6901.

↑ Oscar Johansson, *Formel i (i=innovative)*  
↓ Lucia Lee, *Audi Konzept Paon 2030*

