

## What to expect in the job from Design & Future Maker?

MADFM graduates operate at the interfaces of design, research, technology and art and are successfully active in cross-disciplinary research institutes, forward-thinking companies, the academic context (e.g. doctorate programs or teaching) or in self-employment. They command an integrated, networked way of thinking and a variety of creative and technical skills with which they haptically convey conceptual ideas both materially and/or immaterially, with conviction.

Students further develop their undergraduate design foundation in combination with a constructive and questioning curiosity. This promotes a continuous engagement with the dynamic field of design and its challenges, and enables our students to contribute to the development of futures worth living.



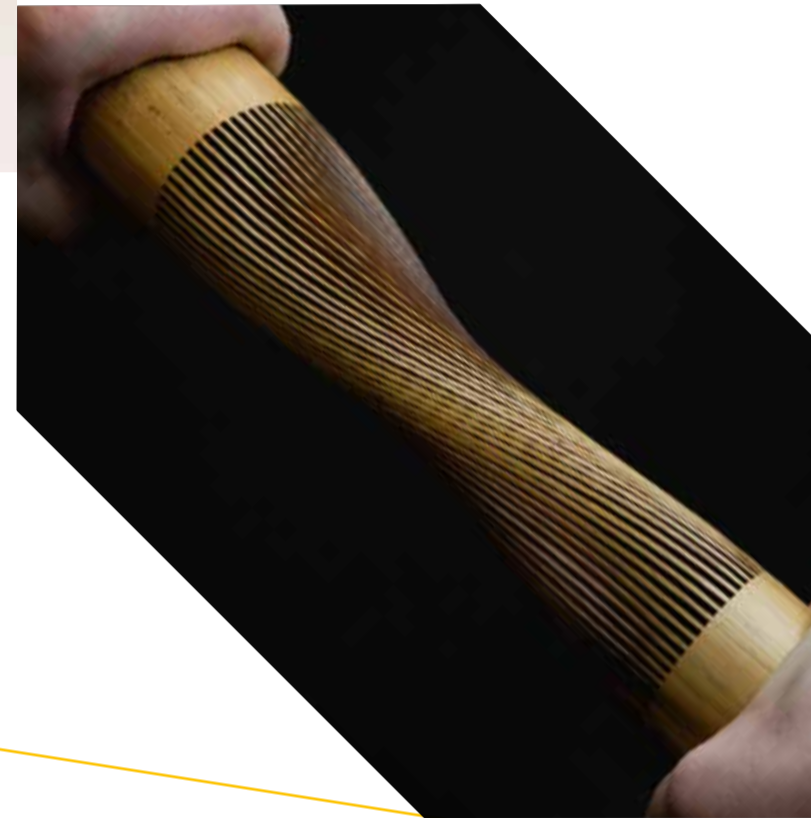
- ↑ Anthea Oestreicher & Ben Wengert, *Worte zäh wie Kaugummi*, Photo: Anthea Oestreicher
- Joshua Burghardt, *The Invasive Identity of Bambo*, Photo: Joshua Burghardt
- ← Tim Uhlemann, *Input to Form*, Photo: Tim Uhlemann



# Design PF

## Design & Future Making Master

(English)



## Studying at Design PF

opens: doors and eyes

The School of Design can look back on a history of over 140 years. It stands for experience and consistent quality. Thanks to its artistic focus in particular, the School especially encourages the involvement of personalities who are confident in their means of expression and are endowed with extraordinary perception.

We offer the broadest range of design education in Germany and course programs that are nationally and internationally unique. As a result, our graduates are particularly sought-after in the global market.

teaches: interdisciplinarily and internationally

Pforzheim University promotes collaboration among its three faculties. We accompany products from their design, development and production to their marketing, logistics and legal issues. This enables us to strengthen our students' visionary thinking and support their strategic activities.

We cooperate with renowned universities around the globe, such as the Nova Scotia College of Art & Design in Halifax (Canada), Central St. Martins College in London (England) and Victoria University Wellington (New Zealand). Through exchange semesters and projects, our students gain important insights into different design cultures and interact with different viewpoints.

has: awards and reputation

Our students' work is regularly honored with important awards, 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 network with the business community, students regularly develop ideas for the market and understand its system. As sought-after cooperation partners, they work freely in a forward-looking and inspiring environment. This assures that our graduates enjoy very high relevance in the relevant job markets.

Our ever-evolving approach to teaching reacts to developments in the industry and the demands of professional life. This enables our graduates to work independently, successfully and sustainably in their profession.

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.

As a state university, we do not charge tuition fees for EU-citizens. All you need is a continuous daily performance, passion, a thirst for knowledge, curiosity and individuality.

➤ The interdisciplinary nature of the program promotes networked thinking, allows one to establish relationships with a wide variety of subject areas, critically reflect on familiar structures, dissolve them, and reinterpret them on a subjective basis. The goal is to think during the process and manifest these abstract thought models into tangible matter through making. I have particularly enjoyed this process of translation during my studies.

Nina Hanselmann  
Graduate

Design PF  
Pforzheim University  
School of Design

[designpf.hs-pforzheim.de](https://designpf.hs-pforzheim.de)

Leadership by changing perspectives

Instagram:  
[@madfm\\_design\\_pf](https://www.instagram.com/madfm_design_pf)

Directly to the program:



Contact

Pforzheim University  
School of Design  
Holzgartenstr. 36  
75175 Pforzheim

Team MADFM  
P +49 (0) 7231 28 6786  
[madfm@hs-pforzheim.de](mailto:madfm@hs-pforzheim.de)



- ↑ Chun Tong, *Digitale Reperatur*, Photo: Chun Tong
- ↓ Anthea Oestreicher, *(B)OTHERING – substrate of coexistence*, Photo: Petra Jaschke



➤ MADFM is about inquiry-based, reflective making. You will gain a variety of theoretical, practical and embodied knowledge through practice-based research. In parallel, you will acquire the ability to use and develop cutting-edge technologies in a meaningful way in your design discipline within an experimental laboratory environment. MADFM enables you to independently master tasks of high content and design complexity and to render them digitally as well as physically experienceable.

Prof. Dr. Steffen Reichert  
M.A. Design & Future Making

**MADFM is:**

Working in the critical context of cultural, social, industry and environmental systems. We seek and identify meaningfulness and explore perceptions, ideas and boundaries in a design and technical environment. We operate at the interfaces between traditional and digital fabrication, virtuality and materiality, and artistic and result-oriented manufacturing processes. We experiment with promising technologies and materials and explore what „making“ means, in the context of possible „futures“. We question existing techniques, processes and methods in order to develop our own design approaches and systems.

**What defines our program:**

The curriculum provides a diverse environment for analysis, reflection, and the development of your own research interests.

Over several semesters, you will intensively investigate and develop practical insights to facets of your primary research topic. You will learn applied skills such as programming, mechatronics and digital fabrication in a fun way, both to gain an understanding of the fundamentals of technological systems and to apply them in a reflective way – and encouraged to instigate a dialog with traditional techniques in the wide range of the School of Design's numerous workshops.

Our distinctly praxis-based focus is enriched by a strong foundation of intellectual content that critically explores design

theory, social, ethical, and philosophical perspectives. This combination enables you to strategically hone your personal focus and design skills through research and experimentation. You will be nurtured in developing a research-oriented explorative mindset and prepared for a multifaceted future.

**Program Content (simplified):**

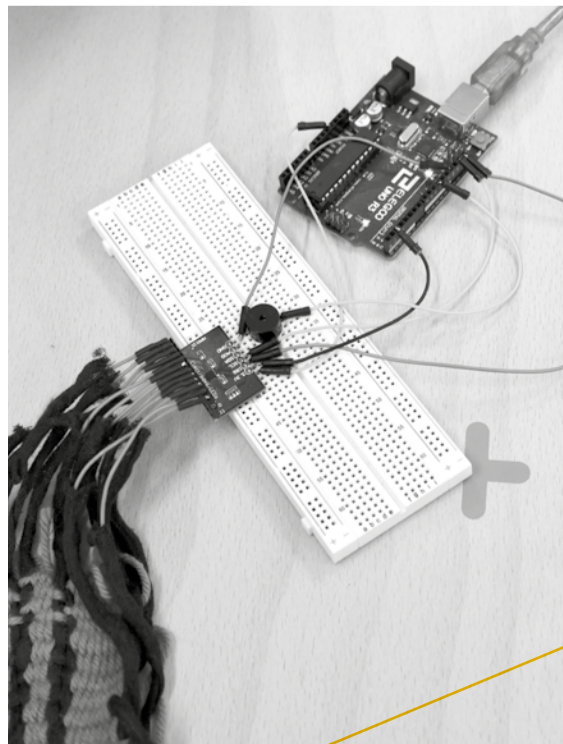
- 1st Semester
  - Future (of) Making I
  - Digital Transformation I
  - Computing I Design (Creative Coding & Generative Objects)
  - Reflection (Impact & Critical Studies)
- 2nd Semester
  - Future (of) Making II
  - Digital Transformation II
  - Making I Theory (Design & Research I Theory & Transfer)
  - Elective Master Design Cluster (chose of one course in cooperation with HSPF Master MACD I MAJ I MATD):
    - \_ Material I Forming
    - \_ Contextualization
    - \_ Digital Experience
    - \_ Creative Market
  - Competence I Economization
- 3rd Semester
  - Masterthesis



↑ Bo Zhang, *Transparenz*, Photo: Bo Zhang  
↓ Ben Wengert, *Semiotic Spaces*, Photo: Marco Limm



↑ Maximilian Borner, *Immateriell Materiell*, Photo: Harald Koch  
→ Marianne Schramm, *Textile Electronics*, Photo: Harald Koch  
↘ Elisabeth Klug, *Facing Carbon*, Photo: Elisabeth Klug



**Advisory services**

There are different ways to inform yourself and be advised about specific School of Design course programs.

The General Student Service informs you about admission requirements and the application process, and clarifies questions regarding pre-study internships (for undergraduate programs) or the recognition of previous education and training. Members of the programs provide information on the specific program structure, job prospects and career opportunities.

The School of Design also organizes information days on a regular basis, where all course programs are presented.

The Werkschau (end of semester show) is the best opportunity to see the results of the semester projects and theses, to talk to students and to take advantage of student advising. Current dates can be found at [designpf.hs-pforzheim.de/werkschau](http://designpf.hs-pforzheim.de/werkschau).

Questions regarding the recognition of transcripts or internships can be answered by our Student-Center: +49 (0)7231 286724 or [gstudsek@hs-pforzheim.de](mailto:gstudsek@hs-pforzheim.de).

**Application**

Our Master's program is aimed at BA designers, artists and interested graduates from technical or scientific fields with an affinity for design.

We expect open-minded, critical and energetic personalities, who already have an educated interest in experimentation and proof of independent artistic, creative or technical expertise. Show us your ideas and research topics that you are interested in exploring and deepen during your Master studies.

The application deadline is always April 30 for semester begin in October of the same year – for applicants from abroad the deadline is March 30. Details on the application and admission process can be found on our website.

Please contact us directly for individual advice on specific program-related questions: [madfm@hs-pforzheim.de](mailto:madfm@hs-pforzheim.de).