

## Pforzheim University School of Design

### Short Facts

- one of the oldest and well-known Schools for Design in Germany
- founded 1877 as Ducal School of Craft at the behest of the jewellery industry that wished to encourage Higher Education
- in 1992 fusion with the School of Economics to Pforzheim University
- since 2005 School of Design at Pforzheim University (public university – no tuition fees for EU-students)
- is fully accredited and continuously evaluated by the state Baden-Wuerttemberg and ZEvA Hannover
- since 2004 member of CUMULUS International Association of Art and Design Colleges

### Transdepartmental Studies

#### Critical Studies in Art and Design

Critical engagement and contextualizing practice are initial elements to analytically challenge a designer's elastic and creative mind and to foster a process of staking one's claims with intellectual rigor. Embarking from a variety of pertinent readings, students are encouraged to reflect, evaluate and critique classical theorems and controversial issues as conflicting hypotheses. Multiple reflections of cultural and critical context from different angles generate paradigm shifts, change viewpoints, deepen understanding and express the embodiment of tacit and implicit experiences. This process critically leads toward conceptual design thinking methods and the applied integration of experimental knowledge. The multifaceted perspectives are informed by semiotics, aesthetics, theories of creativity, theories of perception, cultural studies, sociological principles, art and design history, costume history and fashion theory.

#### Art and Design Studies – Fundamentals in Art and Design

DesignPF offers a unique range of art-related core classes to all bachelor design students challenging the designers' elastic and creative mind and fostering an engagement of intellectual, experimental and tacit rigor: through process-driven experiences, students are introduced to skills of visual and artistic practices, to principals of innovation and originality, to drivers of individual style and expression, to distinctive approaches towards methods, methodologies and creative paradigm shifts.

### Design Research

Design Research entails critical as creative engagement taking in two conceptual as contextual approaches: the disegno concept as formulated in the Italian Renaissance and the design turn, proclaimed at the beginning of the 21st century. The as congenial considered concepts comprise both, design as embodiment of all intellectual processes and creative principles and as an integrative force and its synthetic and interdisciplinary potential generating and imparting knowledge. Craftsmanship and the various ways of thinking are considered being fundamentally interconnected capacities of futureoriented, innovation-driven design work. Design Research requires Denkräume forming, 'thing-ing' and thinking spaces: encouraging, even provoking diversity, lateral exploration, experimental investigations, controversial sense-making and knowledge spans with a particular, reflective focus on process structures in art and design. Research about design considers research as and through design comprising varies ways of thinking and interacting with speculation and situated knowledge. The internationally recognized lecture series „artifacts“, accompanied by the upcoming eJournal „artefakte.online“ provide theme-oriented inspiring impulses for students, educators and researchers.

#### HEED: Institute for Human Engineering & Empathic Design Pforzheim

In conjunction with EngineeringPF, the DesignPF Research Institute HEED operates as a pioneering hub, as an innovation laboratory incorporating transdisciplinary design research, multidisciplinary skills and transfer knowledge in order to challenge empathic, holistic interactions, to strengthen a (joint) venturing culture and to encourage entrepreneurial activities in the fields of design, technology and engineering.

## School of Design: Department Profiles (Bachelor of Arts)

**BACHELOR OF ARTS IN ACCESSORY DESIGN** This unique degree course is the only accessory design program in Germany and responds to an urge of a highly dynamic and fast growing accessory industry with its upcoming, new market places. The subject is defined as an inter- and trans-disciplinary fulcrum, a creative scope between fashion, textile, jewellery, interior, industrial design and smart products. It features not only a wide range of segments like footwear, leather goods, bags, luggage and travel items, eye-wear and fashionable health- and sport-wear, but encompasses a large diversity of elements, gadgets, objects and artefacts up to mini-series and small collections. In-depth investigations across multiple disciplines provide a critical insight into different design approaches and offer a thorough understanding of process-related principles and their applications. By applying experimental methods, studio teaching and collaborative units stress the cultivation of critical and creative engagement, of working within limitations and interconnecting creativity and commerce. The course underpins a technical expertise, it covers a wide range of key skill sets, excellence, craftsmanship, traditional manufacturing, up to contemporary techniques, smart technologies including 3D-processing and -printing.

**BACHELOR OF ARTS IN FASHION** The highly diverse program content offers at its core a broad in-depth experience of fashion disciplines including menswear, womenswear, textiles and knitwear that combined, provide a transferable and holistically formed expertise. Extended research and investigational exploration of original ideas, will be contextualised and integrated into design strategies on different key levels: visually, materially, spatially, and textually. The interplay of traditional and contemporary techniques with emerging technologies is as vital to the education as new developments, practices and technological shifts is in everyday life. Arguably the vectors of fashion, cultural movements, market shifts as well as clothing and garment production are fundamental to be reviewed and critically realigned during the creative stages. Inter- and trans-disciplinary ventures, collaborative projects, crossover activities allow totally integrated units of study to extend design and fashion challenges. Connecting to fine art, popular culture and critical studies creatively, fashion and its design process is pushed to its 'perceived' boundaries thus ensuring an innovative statement with distinctive quality and value to industry and markets. This will be delivered to management through remarkable social skills, versatility, and professionalized communication tools as well as through the capacity to connect at speed.

**BACHELOR OF ARTS IN JEWELLERY** Jewellery is symbolic function and emotion through material and form in respect to the body. Adorning oneself is inherent to human nature; self-embellishment and the artefacts with which we shape our everyday offer us the opportunity to position ourselves within a certain sociological, historical and cultural reality. A focus on indepth research pushing the boundaries of state-of-the-art digital and traditional technologies and materials, artistic sensibility and critical thinking, fosters new positions between craftsmanship, technology and society. Students are encouraged to question the known and explore the unfamiliar. Collaborations with the German Museum of Technology, Berlin (UNESCO commemorated project „Manufactory production and design of jewellery“), other design disciplines, visiting artists, design studios and brands and regional and international industry partners sharpen design and industry skills. International activity and exchange is nurtured through annual exhibitions in Munich, Eindhoven and Milan. Students are pushed and mentored to develop an individual creative position on jewellery and objects ranging from one-offs to serial production. Alumni are recognized as highly skilled designers with unique profiles, sensibilities and rigor in their professional practice, ranging from artists and small production studios to designers shaping industry.

**BACHELOR OF ARTS IN INDUSTRIAL DESIGN** Industrial Design focuses on forming a new type of designer, a creative personality considering design no longer as a simply object-orientated activity, but a concept-driven, innovation-focused process of research, strategy and global design approaches. Nowadays the designers' impact has a broad spectrum, and it has to cover a wide range of multifaceted reference points comprising the classical area of product design, emerging disciplines, new market places, upcoming services, innovative developments in technology and engineering and environmental issues. By applying varies methods and methodologies, students are trained to think holistically, to create and to work interdependently and will be able to cooperate successfully within competitive settings as both, team-partners and team-leaders. Due to integrated design management units, entrepreneurial thinking, managerial skills and commercial planning becomes an initial, stimulating part of the creative design process. The degree course fosters inter- and transdisciplinary collaborations with both international institutes and design-studios as well as with recognized industry partners.

**BACHELOR OF ARTS IN TRANSPORTATION DESIGN** The degree course is internationally recognized for its “excellence” and is considered to be one of the best worldwide. Its quality is reflected by its enviable reputation. The comprehensive and diverse course is at present unique to Pforzheim and offers a strong focus on innovative and visionary design projects framed by industrial collaborations with automobile manufacturers throughout the world. It covers “transportation” in a broad perspective comprising public transport, mobile systems of organisation for land, sea and air travel, personal mobility products, new modern technologies and contemporary developments of mobility. The division of work and the associated specialisation integral to the design process in the large studios of the automotive industry place highly specific demands on the designer. Through the structure of the curriculum and the integration of theoretical and practical instruction (project-related alignment of the course contents), the degree programme caters specifically to these demands. Due to a cross-disciplinary provision of knowledge, which is strongly orientated around project work, the degree program in Pforzheim results in optimum professional employability.

**BACHELOR OF ARTS IN VISUAL COMMUNICATION** In relation to culture, society and new technologies, Communication Design is not even an ever-expanding and shifting discipline, but is currently facing a major turn in both its vocational settings and conceptual applications. In response, the program covers three defined disciplines: • Editorial Design, Advertising and Corporate Design • Digital Design including Motion Graphics • Spatial Design including Information Design The curriculum provides a broad survey and understanding of its field and offers – at an advanced stage - specifications: various electives allows students to take an intense focus on specific areas of Communication Design. As hands-on, collaborative seminar and studio classes provide transferable skillsets, students are encouraged to participate in interdisciplinary activities and collaborations with internal and external partners

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