



Fakultät für Design und Künste  
Facoltà di Design e Arti  
Faculty of Design and Art

## Bachelor in Design and Art - Major in Design



### At a glance

Bachelor class: L-4  
ECTS credits: 180  
Duration of the course: 3 years  
Courses will be taught in: Italian,  
German and English (trilingual)  
Places available: 56 EU + 4 non-EU  
Campus: Bozen-Bolzano  
Tuition fees: € 1,348.50 per year





## Course description

In order to enable you to deal with the professional reality of designers as realistically as possible, our study model is based on teaching through projects, where theory is always linked to practice. By analysing complex issues, you will start creating innovative projects, experimenting and following your interests independently.

You will be working in modern ateliers in groups of 20 students, supervised by 3 lecturers. This ideal work relationship setup between students and lecturers ensures constant and productive interaction.

## Structure of the course

You will be introduced to your study programme through the 'Warm Up' experience, during which you will familiarise yourself with a practical approach to design. In the following four semesters, you'll be able to choose **two projects in the field of product design and two in that of visual communication**.

These projects, which involve **groups of no more than 20 students**, combine three disciplines. Lectures and seminars in subjects like History of Design or Art Photography provide students with the necessary technical background required to sharpen their critical thinking.

# Study Plan - Bachelor in Design and Art - Major in Design

## Warm-Up and Courses

- 12 CP Project Warm-up DES
  - 6 CP Module WUP DES Product Design
  - 6 CP Module WUP DES Visual Communication
- 8 CP Drawing 3D CAD - 1 and 2
- 6 CP Descriptive Geometry DES
- 6 CP History of Design 1
- 5 CP History of Design 2
- 6 CP Typography and Graphics
- 6 CP Interior and Exhibit Design
- 3 CP Foreign Language - Linguistic Skills
- 6 CP History of Contemporary Art 1
  - 1 Mandatory Course to be chosen among the following
    - 6 CP Video and Post-Production
    - 6 CP Photography
    - 6 CP History and Criticism of Audiovisual Media
  - 1 Mandatory Course to be chosen among the following
    - 6 CP Digital Design: 3D CAD Advanced
    - 6 CP Digital Design: Interaction and Transmedia Design
    - 6 CP Interaction and Communication Design
  - 1 Mandatory Course to be chosen among the following
    - 8 CP Sociology of Social Change
    - 8 CP Cultural Anthropology
    - 8 CP Innovation Managing and Start-up
- 3 CP Foreign Language DES - ART 1 Italiano
- 3 CP Foreign Language DES - ART 2 Deutsch
- 3 CP Foreign Language DES - ART 3 English
- 2 CP Seminar\*
- 12 CP Free Choice Courses\*\*

## Projects\*\*\*

- 19 CP Project Product design 1
  - 8 CP Product Design
  - 6 CP Material Science and Technologies

- 5 CP Theories of Cultural Consumption
- 19 CP Project Visual Communication 1
  - 8 CP Visual Communication
  - 6 CP Graphic Design
  - 5 CP Theories and Languages of Visual Communication
- 19 CP Project Visual Communication 2
  - 8 CP Visual Communication
  - 6 CP Digital Publishing and Social Media
  - 5 CP Visual Culture
- 19 CP Project Product design 2
  - 8 CP Product Design
  - 6 CP Digital Modelling
  - 5 CP Theories and Languages of Product Design
- 9 CP Degree Project

### **Technical Workshop Courses**

- 0 CP Carpentry Workshop
- 0 CP Metal Workshop
- 0 CP Plastics Workshop
- 0 CP Digital Modelling Workshop
- 0 CP Print Workshop
- 0 CP Cutting and Binding Workshop
- 0 CP Photography Workshop
- 0 CP Video Workshop
- 0 CP Bankraum (Assembly Space) Workshop
- 0 CP Surface Treatment Workshop
- 0 CP Glass Workshop

### **\* Seminar**

Students must attend 1 seminar among those offered by the Faculty, for 2 CP, which provides useful knowledge for the introduction into the job market. Attendance of the seminars is compulsory and requires a pass/fail test.

### **\*\* Free Choice Courses**

Students have 12 credit points available for additional courses of their choice. These courses may be chosen among those offered by the Faculty of Design and Art and/or those offered by other unibz faculties. The Faculty decides to recognise these credit points on the base of their coherence with the educational project.

### \*\*\* Projects

During the study career, students have to choose 4 projects. Starting from the 2nd semester, students can attend only one project per semester. In their 2nd and 3rd semester they undertake one Visual Communication project and the Product Design project. At the beginning of the 2nd year they can choose among three different study plans:

- Interdisciplinary study plan: Product Design 1, Visual Communication 1, Produktdesign 2 and Visual Communication 2
- Study plan focusing on Visual Communication: Product Design 1, Visual Communication 1 and twice Visual Communication 2
- Study plan focusing on Product Design: Product Design 1, Visual Communication 1 and twice Produktdesign 2

In the 2nd and 3rd semester students have to attend to Visual Communication 1 and Product Design 1. In order to attend Visual Communication 2 and Product Design 2 students have to pass Visual Communication 1, Product Design 1.

### Showcase and Projects Archive

The Faculty's Showcase and Projects Archive is an online platform offering a general overview of the works created by our students since 2018 in the two Majors in Design, the Major in Art and the Masterin Eco-Social Design.

### Our ateliers

Design work is carried out in ateliers, where both individual and team work based on an effective combination of theory and practice is encouraged. Our lecturers' offices are very close to the ateliers so that students and lecturers can exchange ideas regularly and openly.

### Our workshops

In the workshops at our faculty, you will find all the traditional and modern tools you need to turn your projects into reality. Skilled professionals manage our workshops and will help you by sharing their experience with you.

## Exchange programmes and internships

Currently we offer exchange programmes with almost 20 partner universities all over the world and we are part of a large network of collaboration with employers in Italy and abroad where you can undertake your internship. However, this study programme does not require a compulsory internship.

## Career opportunities

Our graduates are working as designers by setting up their own freelance business or they find jobs in private and public institutions, in design studios and larger companies. They employ their professional skills in the field of product design, of both physical objects and visual concepts, and in the most advanced sectors of visual communication.

Well prepared and ready for the job market. On the website of **AlmaLaurea** you can check statistical **data about graduates' satisfaction and their employability**.



## Bachelor in Design and Art - Major in Design

### Application and Admission

You can find all you need to know in order to apply and gain admission to this study programme by browsing through the information below.

### Deadlines

#### Early Bird Application

Application: 02/03 - 28/04/2020 (by noon local time)

Language exams: 15 - 22/04/2020 (registration 31/03 - 07/04/2020)

Admission procedure and publication of ranking lists: by 18/05/2020

Payment of the 1st instalment of the tuition fees: by 28/05/2020 (by noon local time)

Enrolment: 15/07 - 27/07/2020 (by noon local time)

#### Late Application

Application: 20/05 - 09/07/2020 (by noon local time)

Language exams: 29/06 - 03/07/2020, if necessary, also on 04/07 or 06/07 (registration 25/05 - 19/06/2020)

Admission procedure and publication of ranking lists: by 29/07/2020

Payment of the 1st instalment of the tuition fees: by 06/08/2020 (by noon local time)

Enrolment: 29/07 - 06/08/2020 (by noon local time)

#### Preparatory courses and Freshers Days

Workshop courses (online) dates coming soon

Intensive language courses: 07 - 25/09/2020 (Monday to Friday, 8 h/day)

Freshers Days: 28 - 29/09/2020

#### 1st semester

Classes: 28/09 - 23/12/2020

Exams (extraordinary session): 14 - 23/12/2020

Holidays: 24/12/2020 - 06/01/2021

Classes: 07/01 - 16/01/2021

Exams: 18/01 - 13/02/2021

#### 2nd semester

Classes: 22/02 - 01/04/2021



Holidays: 02/04 - 05/04/2021

Classes: 06/04 - 12/06/2021

Exams (extraordinary session): 17 - 29/05/2021

Exams: 14/06 - 10/07/2021

### **Autumn session**

Exams: 23/08 - 25/09/2021

## **Available places**

EU citizens and citizens given parity of treatment

Early Bird Application: 40

Late Application: 16

Non-EU citizens (living abroad)

Early Bird Application: 4

The programme will only be offered if a minimum of 30 newly enrolled students is reached.

## **Entry requirements**

To gain admission to the programme you need one of the following qualifications:

- a secondary school leaving certificate (Italian system)
- equivalent qualification obtained abroad.

Foreign school leaving certificates are considered equivalent if obtained after 12 years of education. In this case, you furthermore must have attended at least the last two years in the foreign school system (e.g. Irish Leaving Certificate: it is not enough to attend one year and obtain the foreign certificate).

The Italian Ministry of Education, University and Research has set specific admission requirements for holders of certain certificates (e.g. American high school diplomas, British and Greek certificates). For more information: [apply@unibz.it](mailto:apply@unibz.it) (Advisory Service).

To be admitted, you must fulfil the language requirements indicated in the section "Language requirements".

Concurrent enrolment at several universities or in several study programmes at the same university is not allowed.

### **Additional learning obligations**

The Additional Learning Obligations are assigned if any weakness is found in your basic education.

You must fulfilled Additional Learning Obligations in the third language if you have not certified level B1 in the third language.

In addition, if you have been admitted to the BA and have achieved a score of less than 85 points in the selection procedure, you will receive Additional Learning Obligations.

The Additional Learning Obligations are defined before the beginning of the academic year in

the Bachelor Study Council and published in the syllabi of the WUP Design and WUP Art projects.

The Additional Learning Obligations are also met by passing the WUP project exam.

If you do not pass the WUP project exam, you will only be allowed to attend language and workshop courses.

## Language requirements

The official teaching languages are German, Italian and English. Therefore, the following language requirements apply, otherwise you will be excluded from the admission procedure:

### Entry level (to gain admission)

1st language: B2

2nd language: B2

3rd language: no level required

### After one year

3rd language: B1 (in order to sit exams)

### Exit level (to graduate)

1st language: C1

2nd language: C1

3rd language: B2

The levels of the Common European Framework of Reference apply.

Your first language is the language in which you have the highest level of proficiency (B2 or C1). Your third language is instead the language in which you are weaker (or in which you are an absolute beginner).

You can demonstrate your language proficiency in the application portal (in the section "upload language certificates" and/or "enrol for language exams") after you have created an application in the section "create/manage applications". The certification is mandatory for the first and second language, for the third language it is recommended (from B1 onwards).

- In case your final certificate has been awarded by an Italian public institution, you need to submit a self-declaration.
- In case your final certificate has been awarded by a foreign public institution, you need to upload diploma scanned copy of the original.

### You can demonstrate language proficiency through:

1. **the main teaching language in your final high school year if German, Italian or English** (recognised as C1) (Ladin upper secondary schools: recognised as B2 in German and Italian).
2. **a bachelor or master degree** in Italian, German or English (recognised as C1). unibz graduates must upload the language certificates obtained and/or declare that they have passed language exams at the unibz Language Centre (B2, B2+ or C1)
3. **a recognised language certificate** (see the list of recognised certificates) If you cannot upload the certificates, you can send them by e-mail as PDF files or deliver them in person

to the Language Centre by the application deadline (see “Deadlines” section).

4. **language exams organised by the unibz Language Centre.** You can register for these exams online through the application portal (in the section “enrol for language exams”) after you have filled out your application in the section “create/manage applications”. The registration periods are indicated in the “Deadlines” section. If you start your application outside a language exams registration period, you must return to the portal during one of the periods indicated above in order to register for an exam.

Information regarding the structure of the language proficiency exams, their duration, their administration, and typical processing time for the publication of the results can be found on the following webpage: <https://www.unibz.it/it/services/language-centre/language-exams/>.

### **Secondary schools in a foreign country/Bi- or multilingual schools**

If the foreign language proficiency levels (for German, Italian, or English) are explicitly indicated on the diploma of graduation according to the Common European Framework of Reference (i.e., B1, B2 or C1), and if all four language abilities (reading, listening, speaking, writing) have been assessed, then the indicated levels will be accepted as a proof of proficiency for the second and/or third language.

Please upload your school-leaving certificate to the application portal in the section “upload language certificates” under the respective language. The Language Centre will decide on its recognition.

### **Third language/Intensive language courses in September**

If you have already acquired a language certificate in the third teaching language, please upload it to the portal. If you are not able to certify your language competence in the third language and you are admitted to unibz, you will have to take a placement test. You will receive further information about the test by e-mail. Based on the result of the placement test, you will be assigned to a certain learning path so that you will be able to reach level B2 as soon as possible.

If you are an absolute beginner in the third language, or if you have a level below B2, you may attend a three-week intensive language course during the pre-semester session in September in order to start the learning path.

The dates of the extensive courses are indicated in the “Deadlines” section. Beginner courses (A1) will be offered exclusively during the pre-semester intensive course session in September will no longer be offered during the academic year. Therefore, absolute beginners should start their learning path for the third language by attending the intensive courses in September.

There will be extensive courses (4 hours per week) during the semesters and intensive courses (8 hours per week) during the time between semesters.

The language courses offered by the Language Centre are **free of charge** and aim to help the students reach the following target levels in the third language:

- B1 level by the end of the 1st year;
- B2 level by the end of the 2nd year.

If you are not able to certify level B1 in the 3rd language by the end of the 1st year, you cannot enroll for the second study year and you are not allowed to attend projects/ studios and to sit their exams.

## Online Application

Your application must be submitted online through the Application Portal. The deadlines are indicated in the “Deadlines” section.

- You need to create an account;
- Then fill in the form online and check if the required information is complete;
- Upload the required attachments for every selected study programme in the portal and submit the application by the deadline. Once the application has been sent, it cannot be modified. Filled-in forms which have not been sent correctly will not be taken into consideration.

**Please note:** Mendacious declarations will be criminally prosecuted and will result in the automatic exclusion from the ranking list.

You have to upload:

- a passport-size colour photo;
- a photocopy of a valid identity card or passport (front/back). Please note: if your document is invalid, incomplete or unreadable, you will be excluded from the admission procedure;
- the attachments listed under “Admission procedure”.

If you gained your qualification abroad, you must also upload:

- the diploma of your qualification: if you are not yet in possession of the diploma, you can upload it upon enrolment at the very latest - until you have not uploaded your diploma, you can only gain conditional admission;
- an official translation of the qualification into Italian (not necessary for qualifications in German or English);
- the declaration of equivalent value of your qualification: if you are not yet in possession of the declaration, you can upload it upon enrolment at the very latest;
- the valid permit to stay for Italy (only for non-EU citizens legally resident in Italy) - see below chapter “EU-citizens and equivalent” point 2.

**The declaration of equivalent value (not necessary for qualifications gained in Austria or Germany, but unibz reserves the right to request it in case of doubt)**

If you have a foreign qualification, you must certify that your qualification would grant you admission to a similar study programme in the country where you gained this qualification. For this reason, you must:

- apply for the “dichiarazione di valore” (declaration of equivalent value) at an Italian consulate or embassy abroad (please apply for the declaration as soon as possible since processing times might be long);
- upload the declaration upon enrolment at the very latest, together with the other relevant documents.

## EU-Citizens and equivalent

You might apply for more than one study programme. If you are excluded in the first session, you might apply again in the second one.

### Considered as equivalent are:

1. Citizens from Norway, Iceland, Liechtenstein, Switzerland, San Marino and the Vatican City State;
2. Non-EU citizens with a valid permit to stay in Italy (see article 39, paragraph 5 of decree no. 286 of 25.07.1998: "**permesso di soggiorno**" (residence permit) for work, family reasons, political or humanitarian asylum, religious reasons). In this case, you apply directly to the University as described above and must submit a copy of your valid permit to stay. A permit to stay for study reasons or a visa for tourism is **not** sufficient. If the permit has expired, you must attach a renewal request.  
**Please note** that if you do not provide the permit, you will be automatically considered a non-EU citizen living abroad and therefore subject to the admission procedure through the Italian authorities in your country of origin.

## Non-EU-Citizens (living outside of Italy)

Only one application period is offered. After the deadline it is not possible to apply anymore. Application fee: € 30.

As a non-EU citizen living abroad:

- You will also have to apply at the Italian authorities (consulate or embassy) in your country. The deadlines set by the Italian Ministry of Education, Universities and Research (<http://www.studiare-in-italia.it/studentistranieri/>) must be met. At the Italian authorities, you can apply for one study programme only. Should you not follow this procedure with the local Italian authorities, your direct online application to unibz will be declared null and void.
- At the beginning of September, you must also sit a separate Italian language test before you can enrol.

## Admission Procedure

### Changes to the admission procedure because of COVID-19 emergency.

The admission procedure includes two stages:

The first stage consists of carrying out, autonomously at home, the following works:

1. Video work
2. Visual communication - 2D work
3. Product design – 3D work
4. Art work

The second stage consists of a remote, online interview.

### First stage (to be carried out at home)

#### 1. Video

Make a video and upload it to the application portal within the application deadline (see section "Deadlines").

If you apply for both majors (Design and Art), you have to upload two different videos, one for the major in Design and one for the major Art.

To follow the technical data for the video recording:

- Length: max. 2 minutes
- File size: max. 150 MB
- Possible formats: .mov, .mp4, .mpg, .avi, .wmv
- File name: surname\_name.format (.mov, .mp4, .mpg, .avi, .wmv)

It needn't be a technically high-end "Hollywood production"; the quality of a standard digital camera is sufficient.

### **Major Design**

Subject and content of the video are at your choice. For example, you could deal with a two-dimensional representation or an object. Make a creative and intelligent video, in which you show your design passion and your way of thinking.

### **Major in Art**

Subject and content of the video are at your choice. The video that you make should show your artistic interests and/or goals.

## **2. - 4. Visual Communication / Product Design / Art assignments**

Regardless of whether you apply for the major in Design, the major in Art or for both majors, you will do the following assignments at home:

- Visual communication – 2D work
- Product design – 3D work
- Art work

The topics and the technical indications (size of models, materials etc.) of the three assignments at home will be communicated by email approximately 10 days before the interview.

**It is not allowed, in any case, to send these home assignments by post.**

The assignments must be carried out entirely by you. By 17.07.2020 you will have to upload documentation of the works realized by you, according to the modalities that will be communicated in advance via email together with the three topics.

The three assignments must show your spirit of observation, your judgement and creativity.

### **Second stage (remote online interview)**

Interviews will take place on the following days:

- First session: 13 May 2020
- Second session (only for EU citizens): 24 July 2020

Through the interview, a commission composed of professors of the faculty, aims to verify your interdisciplinary interest as well as your communication and creative skills.

In the days before the interview, you will receive an email with all the necessary information (time, platform to connect to, etc.). The interview will last about 15 minutes, during which you will:

- show and explain to the commission the works done at home
- answer questions concerning your CV
- answer general questions about design and/or art.

### Evaluation criteria

The commission has at disposal a maximum score of 180 points, distributed as follows:

- Video work: max. 10 points
- Visual communication work: max. 30 points
- Product design work: max. 30 points
- Art work: max. 60 points
- Interview: max. 50 points

For the admission to **the Bachelor programme** you must reach a minimum score of 70/180 points.

To be admitted to the **major in Design**, you must also achieve a minimum score of 24 points by adding the results of both the visual communication (2D) and product design (3D) works.

To be admitted to the **major in Art**, you must achieve a minimum score of 24 points in the art work. What happens if at the end of enrolments, there are vacancies in one of the two majors? Candidates who are on the waiting list and who, during the admission workshop, have been evaluated suitable for the enrolment (as per the admission criteria described in the previous paragraph), may apply for the enrolment in the major in which there are vacancies and for which they are qualified to apply, according to the procedures and times communicated by the faculty secretariat.

### Ranking lists

The ranking lists with the admitted students will be published here and are only valid for the respective academic year.

## Secure your admission and enrolment

If you have been admitted to more than one study programme, you can only secure your admission in one of them. Doing so you refrain from the admission to other study programmes.

**1. Choose the study programme and pay the fees (to secure your admission) in the application portal.**

The deadlines are indicated in the “Deadlines” section.

If you do not meet this deadline, you will automatically be excluded and the next applicant in the ranking list will be admitted.

For EU citizens and citizens given parity of treatment only: any remaining places of the early bird application, will be offered in the late application.

**Please note** that you do not gain full student status by only paying the tuition fees. This status will only be acquired upon enrolment. If you have secured your admission, there will be no refund of the tuition fees unless you do not pass your secondary school final exam or, in the event of non-EU applicants living abroad, you do not receive the documents necessary for enrolment from the Italian authorities in your country.

## 2. Enrol online in the application portal.

The deadlines are indicated in the “Deadlines” section.

Enrolment is recommended as early as possible, so you have the possibility to upload incomplete documents before the deadline.

If you do not meet the enrolment deadline, you will be excluded and the next applicant in the ranking list will be admitted.

**If you have gained your secondary school qualification abroad, you must upload (if not uploaded upon application):**

- secondary school diploma
- official translation of the secondary school diploma into Italian (translation is not necessary if it has been issued in German or English)
- declaration of equivalent value of your secondary school diploma, issued by the Italian consulate or embassy abroad (not necessary for qualifications gained in Austria or Germany, but unibz reserves the right to request it in case of doubt)

At the beginning of the academic year you must submit **the originals** of the above-mentioned documents to the Student Secretariat.

**Please note** that if you do not possess a valid admission qualification, you could be excluded with Rector’s decree even after enrolment.

**If you are a non-EU citizen living abroad:**

If you are eligible for admission (check the ranking lists), the Italian Authorities in your own country will issue you the entry visa for studies/university. This will allow you to arrive in Italy to sit the Italian-language test (for bachelor programmes), any entrance tests you have to take, and to enrol for the study programme that you have applied for, after passing the admission procedure.

The Italian-language test, which all students applying for bachelor programmes must sit, usually takes place at the beginning of September in Bozen-Bolzano. Students might also sit the oral exam online.

According to Italian law, within 8 working days of your arrival in Italy, you must have applied for the residence permit: as soon as you arrive, get in touch with the Advisory Service and you will be given the necessary information for starting the procedure.

Once you will obtain your residence permit (permesso di soggiorno), you have to hand it in at the Student Secretariat personally or via e-mail.



Students intending to transfer from another Italian University to unibz have to submit to the Student Secretariat - at the beginning of the academic year - a copy of the transfer application presented at the university of provenance.

## Tuition Fees

Fees amount to € 1348.50.

- **1st instalment** (€ 748.50)\*: includes the provincial tax for the right to study of € 148.50 and a revenue stamp of € 16.
- **2nd instalment** (€ 600): must be paid by 31 March 2021.

Delayed payment of the second instalment will result in a fine being levied. If you have not paid the tuition fees, you will be unable to take exams and will not be able to transfer to other universities or other study programmes.

If you drop out of a programme, interrupt your studies or are excluded from studies, you are not entitled to reimbursement of the fees.

Exemption from the tuition fees (and the provincial tax) is granted to:

- Students with a disability recognized under article 3, paragraph 1, of Law No 104/1992, or with a disability up to or exceeding 66%: the disability certificate, issued by the health authorities, must be handed in at the beginning of the academic year.
- Foreign students who have been granted a scholarship from the Italian government.

Students who benefit from a scholarship granted by the Autonomous Province of Bozen-Bolzano are entitled to receive a refund of the tuition fees.

## Recognition of credit points from previous studies

Credit points from previous university studies can only be recognised after enrolment if the exams taken at the university of provenance are equivalent in content to those offered at unibz. You can fill out the application after enrolment at your Faculty Secretariat.

The Advisory Service provides support regarding your choice of study. In many cases a simple call or a short request is enough to get the relevant information (Tel. +39 0471 012100).





## **Advisory Service**

Universitätsplatz 1 - piazza  
Università, 1  
Italy - 39100, Bozen-Bolzano  
Tel +39 0471 012100  
Fax +39 0471 012109  
[apply@unibz.it](mailto:apply@unibz.it)

## **Opening Hours**

Infopoint  
Tuesday and Thursday: 14:00 - 16:00  
Wednesday and Friday: 10:00 - 12:30

For appointments outside the  
opening hours:  
T. +39 0471 012100 or [apply@unibz.it](mailto:apply@unibz.it)