Legal Notice: This is a translation of the original document issued in German. Under applicable law, solely the German version shall be deemed binding.

Zurich University of the Arts
Bachelor of Arts in Design
Degree Programme Regulations (DPR BDE)

19 January 2022

Based on § 2 para. 3 of the Regulatory Framework for Bachelor's and Master's Degree Programmes at Zurich University of the Arts of 2 November 2021, the University Board hereby decrees:

A. General Provisions

§ 1. Subject
In addition to the Regulatory Framework for Bachelor's and Master's Degree Programmes at ZHdK, the Degree Programme Regulations (DPR) set here govern the Bachelor of Arts in Design.

§ 2. Programme Objective
[1] The bachelor's degree programme builds the creative, artistic and scientific knowledge and skills needed to earn a first professional qualification or to pursue a master's degree. The programme is characterised by the analysis, development and application of design processes as a basis for implementing design tasks in various social and economic sectors.
[2] The standard qualification awarded on programme completion is a bachelor's degree in design, which also qualifies students for a master's degree programme in the respective area of study.
[3] The Annexes to these DPR describe the Major in Design.

§ 3. Majors in Design

The Bachelor's degree programme comprises the following majors, each awarded 150 credits
a. Major in Cast / Audiovisual Media;
b. Major in Game Design;
c. Major in Industrial Design;
d. Major in Interaction Design;
e. Major in Knowledge Visualization;
f. Major in Trends & Identity;
g. Major in Visual Communication.

B. Admissions

§ 4. Admissions
Programme admissions are governed by the provisions of the Regulatory Framework.

§ 5. Admissions Process and Entrance Examination Committee
[1] The admissions process comprises four stages:
a. The University Office establishes whether applicants meet the University's entrance requirements in terms of their previous education, language skills and application documents;
b. Applications are reviewed to verify whether applicants fulfil the admissions requirements for the subject-specific aptitude test;
c. Subject-specific aptitude test, which is conducted by the Entrance Examination Committee;
d. Admissions decision.
[2] The head of programme appoints an entrance examination committee comprising the head of major, a member of the programme faculty and at least one other member of the programme's faculty or mid-tier staff.

[3] Admissions interviews may be conducted by only two members of the entrance examination committee.

§ 6. Evidence of Language Proficiency

[1] Candidates seeking admission must provide evidence of a sufficient knowledge of the German language.
[2] Students may demonstrate an adequate knowledge of German in one of the following ways:
a. Native speaker;
b. German as a subject examined as part of their previous education; or
c. B2 certificate in German earned under the Common European Framework of Reference for Languages (CEFR).
[3] Students may acquire the required language skills in their first two semesters. In this case, programme admission is subject to students providing evidence of their language proficiency at the latest by the end of their second semester. Students who fail to meet the language requirements will be expelled.
[4] As some courses are taught in English, students must possess a working knowledge of English, but are not required to provide formal evidence of their language proficiency.

§ 7. Verification

The University Office reviews the documents listed below to verify whether applicants meet the admissions requirements (previous education and language proficiency):
a. Application letter including CV;
b. Personal portfolio including homework assignment;
c. Motivation letter;
d. Previous educational certificates in accordance with the Regulatory Framework and with overarching legislation.

§ 8. Admission to Subject-Specific Aptitude Test

Students who fulfil the requirements set out in § 7 and who have submitted the required documents are admitted to the subject-specific aptitude test.

§ 9. Subject-Specific Aptitude Test

[1] The subject-specific aptitude test has two parts.
[2] The first part of the aptitude test involves the assessment of the submitted documents. The positive assessment of these documents is a prerequisite for applicants being invited to the second part of the aptitude test.
[3] The second part of the aptitude test involves a two-part practical examination (see below) specific to the major to which candidates are seeking admission:
a. Completing an assignment specific to the prospective major;
b. Admissions interview.
[4] Programme admission is subject to the positive overall assessment of both the submitted documents and the outcome of subject-specific aptitude test.
[5] Failed subject-specific aptitude tests may be repeated only once for any degree programme.

§ 10. Assessment Criteria

The following criteria are used to assess candidate aptitude:
a. Conceptual skills;
b. Creative potential;
c. Communication competence;
d. Relevant theoretical and practical competencies in the design practices and processes of the major to which admission is being sought.

C. Programme Structure

§ 11. Semester Credits

As a rule, students must enrol in 30 credits per semester. During their programme, students may enrol in fewer credits for a maximum of two semesters. They must, however, enrol in a minimum of 18 credits per semester. Students are expected to make up for the resulting shortfall within the standard period of study.

D. Student Performance

§ 12. Credit Requirements

The number of credits required to pass the various majors in design are set out in the respective programme structure (see Annexes).

§ 13. Assessment Criteria

[1] The following criteria are used to assess student performance:

a. Technical skills;
b. Theoretical knowledge;
c. Motivation, interest, curiosity (work attitude),
d. Scope and methodological coherence;
e. Originality of work;
f. Transfer skills and communication competence.

[2] These criteria are assessed in accordance with the programme outcomes to be achieved (see Annexes).

E. Programme Organisation

§ 14. Internship

[1] The head of programme must approve the type, content, duration and crediting of an internship prior to commencement.
[2] The internship can be credited only if it meets the content-related and organisational requirements, which must be defined in a respective agreement.
[3] As a rule, students are responsible for finding an internship themselves.

F. Graduation

§ 15. Graduation Requirements

[1] Students who wish to graduate with a major in design must fulfil the following requirements:

a. Theoretical and creative bachelor's thesis (written);
b. Presentation and documentation of a creative bachelor's thesis/project (practical);
c. Participation in degree colloquium.

[2] The head of programme appoints an examination committee comprising the head of major, at least two members of the programme faculty and at least one external expert.
[3] Students who wish to graduate from a major in design must be awarded at least a grade of 4.0.
[4] Students who are awarded a "Fail" mark (i.e. a grade below 4.0) may repeat their final examinations only once and at the next possible examination date.

G. Intellectual Property Rights[1]

§ 16. Copyright Ownership

[1] Copyright in all inventions, designs and copyrighted works created in degree programmes is owned by ZHdK.
[2] ZHdK reserves the right to decide on the licensing and transfer of intellectual property rights.

H. Final Provisions

§ 17. Enactment[2]

[1] These Degree Programme Regulations were enacted on 1 February 2023.
[2] They apply to all students entering their programmes in the 2023/24 autumn semester or later.

§ 18. Transitional Provision

[1] Bachelor's students who began their studies before the 2022/23 autumn semester will complete their studies in accordance with the Degree Programme Regulations for the ZHdK Bachelor of Arts in Design of 1 April 2009 and with the respective curricular concept.
[2] In accordance with previous legislation, students must complete their degree programme before the end of the maximum period of study.
[3] Students who interrupt their studies fall within the scope of the new legislation. The terms and conditions of resumption, as well as the crediting of previous achievements, are governed by § 34 of the Regulatory Framework for Bachelor's and Master's Programmes.

[1] Resolution of the University Board of 6 July 2022.
[2] Resolution of the University Board of 14 December 2022.

Bachelor of Arts in Design
Annex to the Degree Programme Regulations

19 January 2022

Major in Cast / Audiovisual Media

Level of Study: Bachelor

Credits: Major (150 Credits)

Qualification: «Bachelor of Arts ZHdK in Design with a Major in Cast / Audiovisual Media»

Entry-Level Competencies
Newly admitted students will:
— Have a talent for storytelling;
— Possess previous experience in designing audiovisual media;
— Be able to collaborate effectively in small teams.

Programme Outcomes
Graduates will be able to:
— Professionally design audiovisual content using common 2D design software as well as sound and video technology;
— Professionally develop and implement their own or commissioned formats in the field of audiovisual media;
— Purposefully apply their knowledge of media dramaturgy to designing non-fictional audiovisual content;
— Identify web audiences and meet their specific needs;
— Devise and communicate stories across platforms;
— Independently produce different types of creative writing;
— Follow and critically reflect on developments in the media and communications sector;
— Work as professional content creators in agencies, production companies, cross-media newsrooms and media enterprises.

Programme Structure

Students who wish to graduate with a Major in Cast/Audiovisual Media must earn at least 150 credits. Students must complete modules from the following areas in accordance with the rules set out below:	
Theory & Context	min. 27 Credits, of which 21 Credits from C-Modules and 6 Credits from CE-Modules
Audiovisual Skills	min. 26 Credits from C-Modules
Story Design and Audience	min. 14 Credits from C-Modules
Content Creation	min. 32 Credits from C-Modules
Industry	min. 15 Credits, of which 13 Credits from C-Modules and 2 Credits from CE-Modules
Cross-curricular Practice	min. 10 Credits from CE-Modules
Graduation	min. 26 Credits from C-Modules

Key: C = Compulsory Module, CE = Compulsory Elective, E = Elective

Enactment and Effectiveness

[1] This Annex to the Degree Programmes Regulations was enacted on 1 February 2023. It was approved by the University Board on 19 January 2022.

[2] This Annex applies to all students entering their programmes in the 2023/24 autumn semester or later.

Bachelor of Arts in Design
Annex to the Degree Programme Regulations

19 January 2022

Major in Game Design

Level of Study: Bachelor

Credits: Major (150 Credits)

Qualification: «Bachelor of Arts ZHdK in Design with a Major in Game Design»

Entry-Level Competencies
Newly admitted students will possess diverse knowledge relevant to the field of computer-based games:
— Computer-based games;
— Design competence;
— Applied experience of storytelling through text and image;
— Practical experience of developing game mechanics and rulebooks;
— Experience of game-relevant technology and programming;
— Creative will and originality;
— Critical engagement with innovation and social relevance.

Programme Outcomes
Graduates will be able to:
— Develop, design and implement computer-based entertainment products (entertainment, edutainment and infotainment products);
— Cover all essential professional fields in the games industry;
— Meet at least the requirements for "entry-level positions" in the entertainment software industry;
— Competently partner classical media, which are increasingly intertwined with digital gaming;
— Work as level designers, 3D game artists, character designers, storyboard artists or designers, game designers or project managers;
— Apply the analytical/conceptual competencies acquired during their studies to game analysis and rules, game mechanics and patterns, game concepts and logics;
— Master the practice and principles of game development in level design, gameplay, balancing and playtesting;
— Demonstrate their competence in the fundamentals of computer science, game programming and scripting, the fundamentals of artificial intelligence and dealing with game editors.

Programme Structure

Students who wish to graduate with a Major in Game Design must earn at least 150 credits. Students must complete modules from the following areas in accordance with the rules set out below:	
Games in Society	min. 9 Credits from C-Modules
Game Narration & Storytelling	min. 11 Credits from C-Modules
Game Analysis & Game Mechanics	min. 13 Credits from C-Modules
Game Visuals & Sounds	min. 24 Credits from C-Modules
Game Technologies & Projects	min. 39 Credits from C-Modules

Theory & Context	min. 18 Credits, of which 12 Credits from C-Modules and 6 Credits from CE-Modules
Cross-curricular Practice	min. 10 Credits from CE-Modules
Graduation	min. 26 Credits from C-Modules

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Bachelor of Arts in Design
Annex to the Degree Programme Regulations

19 January 2022

Major in Industrial Design

Level of Study: Bachelor

Credits: Major (150 Credits)

Qualification: «Bachelor of Arts ZHdK in Design with a Major in Industrial Design»

Entry-Level Competencies
Newly admitted students will possess:
— Previous knowledge of the fundamentals of sketching and perspective drawing;
— Highly developed 3D imagination;
— Basic technical understanding;
— Previous knowledge of dealing with colour and form;
— Critical reflection skills;
— Good observation skills;
— Creativity and visionary thinking.

Programme Outcomes
Graduates will be able to:
— Purposefully apply different methodological skills (i.e. research and reading strategies, interview techniques, design ethnography, design thinking, project management);
— Analyse and structure complex societal, cultural, technological and sustainable developments;
— Creatively develop and visualise a wide range of novel and intelligent concepts and scenarios;
— Competently apply their knowledge of digital tools such as CAD, rapid prototyping and digital fabrication in product development;
— Confidently use material, form, colour, style and codes depending on context and create aesthetically independent solutions;
— Identify design-relevant potential in interdisciplinary teams and based thereon develop design solutions;
— Critically reflect on and argue their own work in the field of design theory and design history.

Programme Structure

Students who wish to graduate with a Major in Industrial Design must earn at least 150 credits. Students must complete modules from the following areas in accordance with the rules set out below:	
Fundamentals	min. 17 Credits from C-Modules
Materials & Technology	min. 24 Credits from C-Modules
Theory & Context	min. 31 Credits, of which 25 Credits from C-Modules and 6 Credits from CE-Modules
Practice	min. 40 Credits, of which 30 Credits from C-Modules and 10 Credits from CE-Modules
Cross-curricular Practice	min. 10 Credits from CE-Modules
Graduation	min. 28 Credits from C-Modules

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Bachelor of Arts in Design
Annex to the Degree Programme Regulations

19 January 2022

Major in Interaction Design

Level of Study: Bachelor

Credits: Major (150 Credits)

Qualification: «Bachelor of Arts ZHdK in Design with a Major in Interaction Design»

Entry-Level Competencies
Newly admitted students will possess diverse knowledge in the following areas::
— Design competence;
— Programming skills;
— Basic understanding of technology;
— Holistic thinking;
— Understanding and visualising complex systems;
— Creative will and originality;
— Critical self-reflection skills.

Programme Outcomes
Graduates will be able to:
— Accurately analyse project contexts and user requirements, as well as choose and apply relevant approaches;
— Develop and effectively communicate possible solutions in the form of comprehensive concepts;
— Successfully implement interaction concepts in agency, industry, research or exhibition contexts in terms of design and technology;
— Conceptualise, design and prototype digital interfaces, services, interactive objects and spaces;
— Develop projects from the perspective of people and communities and implement such projects using UX, ethnographic and participatory design methods;
— Mediate between design and technology in interdisciplinary projects;
— Think critically and implement socially relevant ideas in design projects.

Programme Structure

Students who wish to graduate with a Major in Interaction Design must earn at least 150 credits. Students must complete modules from the following areas in accordance with the rules set out below:	
Interaction Design Basics	min. 24 Credits from C-Modules
People-centred Design	min. 17 Credits from C-Modules
Aesthetic Exploration	min. 18 Credits from C-Modules
Spaces & Services	min. 15 Credits from C-Modules
Embodied and Situated Interactions	min. 14 Credits from C-Modules

Theory & Context	min. 26 Credits, of which 20 Credits from C-Modules and 6 Credits from CE-Modules
Cross-curricular Practice	min. 10 Credits from CE-Modules
Graduation	min. 26 Credits from C-Modules

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Bachelor of Arts in Design
Annex to the Degree Programme Regulations

19 January 2022

Major in Knowledge Visualization

Level of Study: Bachelor

Credits: Major (150 Credits)

Qualification: «Bachelor of Arts ZHdK in Design with a Major in Knowledge Visualization»

Entry-Level Competencies
Newly admitted students will possess:
— Drawing and design skills;
— Spatial imagination;
— Conceptual and analytical skills;
— Observation skills;
— Interest in science and its communication;
— Interest in digital media.

Programme Outcomes
Graduates will:
— Master the design and technical fundamentals and the digital tools for spatial-illusionistic image production;
— Master the fundamentals of animation and interaction and be able to apply linear and non-linear narrative structures;
— Be able to understand and categorise scientific insights and findings;
— Have a sound knowledge of the relevant subject-specific theory and be able to situate their own work in the disciplinary discourse;
— Know the conventions of scientific illustration in the most important fields of application such as medicine, biology, archaeology or life sciences;
— Be able to analyse complex scientific facts and contexts in cooperation with subject matter experts, to process such facts and contexts visually and implement them in application-related communication concepts;
— Know the conditions and application possibilities of scientific imaging;
— Understand the requirements for interdisciplinary cooperation with scientists;
— Be able to develop and implement knowledge visualization and science communication projects, on a commission basis and on their own responsibility, and as required.

Programme Structure

Students who wish to graduate with a Major in Knowledge Visualization must earn at least 150 credits. Students must complete modules from the following areas in accordance with the rules set out below:	
Theory & Context	min. 27 Credits, of which 21 Credits from C-Modules and 6 Credits from CE-Modules
Representation	min. 30 Credits, of which 28 Credits from C-Modules and 2 Credits from CE-Modules
Media	min. 17 Credits from C-Modules

Professional Field and Practice	min. 6 Credits from C-Modules
Application and Transfer	min. 21 Credits from C-Modules
Specialisation and Focus	min. 13 Credits from C-Modules
Cross-curricular Practice	min. 10 Credits from CE-Modules
Graduation	min. 26 Credits from C-Modules

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Bachelor of Arts in Design
Annex to the Degree Programme Regulations

19 January 2022

Major in Trends & Identity

Level of Study: Bachelor

Credits: Major (150 Credits)

Qualification: «Bachelor of Arts ZHdK in Design with a Major in Trends & Identity»

Entry-Level Competencies
Newly admitted students will possess:
— Creative talent;
— A seismographic sense of the *zeitgeist*;
— Curiosity about societal developments;
— Critical thinking.

Programme Outcomes
Graduates will be able to:
— Explore and analyse trends and communicate them via texts and images;
— Critically reflect on aspects of identity and design them in a contemporary manner;
— Categorise and discuss historical, sociological and ethnographic theories;
— Convince others with an independent aesthetic signature and stance;
— Choose appropriate forms of content implementation (text, image, product or event) and independently implement design projects;
— Initiate, conceive and undertake design projects;
— Curate, moderate and communicate projects.

Programme Structure

Module Area	**Graduation Requirements**
Students who wish to graduate with a Major in Trends & Identity must earn at least 150 credits. Students must complete modules from the following areas in accordance with the rules set out below:	
Theory & Context	min. 20 Credits, of which 14 Credits from C-Modules and 6 Credits from CE-Modules
Design Fundamentals	min. 18 Credits from C-Modules
Exploring Trends	min. 37 Credits, of which 30 Credits from C-Modules and 7 Credits from CE-Modules
Shaping Identities	min. 39 Credits, of which 32 Credits from C-Modules and 7 Credits from CE-Modules
Cross-curricular Practice	min. 10 Credits from CE-Modules
Graduation	min. 26 Credits from C-Modules

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Bachelor of Arts in Design
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19 January 2022

Major in Visual Communication

Level of Study: Bachelor

Credits: Major (150 Credits)

Qualification: «Bachelor of Arts ZHdK in Design with a Major in Visual Communication»

Entry-Level Competencies

Programme Outcomes

Graduates will be able to:

— Develop competencies in the pictorial communication of information and the creative implementation of communication, bearing in mind the societal contexts and implications;
— Assess, apply and convey the effects of visual communication;
— Develop methods and competencies serving the implementation of overall visual communication strategies;
— Clearly characterise institutional bodies, their respective function, significance and societal value through convincing signage;
— Develop and implement orientation systems in a spatial context, visualisations of abstract information, the design of didactic media and visual formulations of instructional applications;
— Design, create and narrate themes and topics irrespective of their origin;
— Take a broader perspective on the techniques and production conditions of thematic editing;
— Shape the dissemination of knowledge and awareness through typefaces and images;
— Adequately apply their visual vocabulary with reference to the fundamentals of typography, pictorial elements, photographic imagery, graphic instruments and digital programmes, in the context of semiotics, media, aesthetics, communication and society-specific issues;
— Constantly open up new fields of activity in a rapidly evolving professional field.

Programme Structure

Students who wish to graduate with a Major in Visual Communication must earn at least 150 credits. Students must complete modules from the following areas in accordance with the rules set out below:	
Basics	min. 35 Credits from C-Modules
Theory & Context	min. 23 Credits, of which 17 Credits from C-Modules and 6 Credits from CE-Modules
Basic Application	min. 22 Credits from C-Modules
Practice	min. 34 Credits from C-Modules
Cross-curricular Practice	min. 10 Credits from CE-Modules
Graduation	min. 26 Credits from C-Modules

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