



Where are we now?

Critical design practice and authorship today

1 - CALL FOR APPLICATION

Was it not somewhat like that?

Individual and science transcend community and religion. Artists emancipate themselves. From now on their work carries their name. Virtuosos are named geniuses, so are the romantics.

Serial production gives birth to the designer. Design in turn elevates itself to become a critical-speculative discipline. And again there is the name.

Just like composers of text we call them authors. Behind those names stands independent praxis. From the late Middle Ages until yesterday. But where are we now? What are contemporary approaches to authorship?

With this proposal the University of the Arts Berlin dedicates itself to one of the core terms of its curriculum – authorship – and will discuss it critically within the framework of its design master program.

Terminology. Interaction. Economics. Power. shall be themes.

Our questions:

What is appropriation, original, copy?

Where is knowledge, technology, where ownership?

Who knows the names of the ghost-writers?

Author, actor or agent?

Multitude?

Autonomous design? Applied arts?

Why?

Are negotiation and intervention already practice?

Shaping/Modifying/?

How deep is your design?

How dependent are we? from doctrines, inspiration, history, economic political systems?

Are we the market?

Activists?

What is property? Name? Where do we come from?

What politics do we follow? Which ones do we practice?

This one-year master program aims to critically discuss the notion of the author, its dependencies, cultural truisms and economic realities through introducing different forms of authorship. It will offer a forum for the experimental, conceptual and technological development of objects, collections, products, processes and scenarios.

The master project will be developed through experimental research and diverse model stages and shall be reflected methodically and theoretically.

The starting point for the personal master proposal should be the applicants design practice hitherto: which theme is a suitable continuation of previous design projects? Or does the master project aim to find new forms of expression and design?

The applicant's self-conception should be visible in the application portfolio and research questions, which are either relevant for the applicant's personal practice or for the discourse on the notion of authorship should be presented within.

2 - MA DESIGN - COURSE STRUCTURE

The one-year Master's program provides studio-based study, which fosters the development of personal authorship in connection with a strengthening of cooperative skills and reflective competencies.

The master theme forms the starting point for both the individual projects as well as the jointly led discourse, which is intended to foster the essential interactions between theory and practice and also enable synergies among individual projects.

The master programme accompanies and supports the individual projects with regard to their contents, methods, technical and organizational aspects. It leads to a jointly developed presentation and publication of the individual projects in the context of the master's discourse.

The master studios with a focus on fashion design and product & process design consist of up to 15 participants.

The master colloquia serve as an exchange and discourse of content, results and positions.

The master seminars aim to qualify the students to do independent scientific and artistic work and to deepen their projects research and design questions. By drawing connections between theoretical questions and the individual design projects, the processing and application of theoretical content in the designs is enabled.

Workshops and labs can be used by the students for their work after receiving specific training.

Teaching staff for design:

Prof. Axel Kufus (product and process design)

Prof. Wowo Kraus (fashion design)

Lars Paschke, MA (fashion design)

Prof. Burkhard Schmitz (product and process design)

Johanna Schmeer, MA (product and process design)

Dipl.Des. Hanna Wiesener (product and process design)

Teaching staff seminars:

Prof. Dr. Kathrin Busch (design theory)

Prof. Dr. Ingeborg Harms (fashion theory)

Prof. Dr. Gesche Joost (design methods)

Prof. Jozef Legrand (fine arts)

Prof. Holger Neumann (technology)

More information as well as the study handbook to download under:
www.design.udk-berlin.de/studienberatung/

schedule :

1st semester > October 2016 – February 2017

mid term presentation > Mid December 2016 und Mid February 2017

2nd semester > von March 2017 – September 2017

presentation during UdK open door day > July 2017

finishing the master thesis, working on the publication > July – September 2017

final examination > September 2017

3 - MA DESIGN - PROGRAMME

Cooperative authorship

The Design Master Program University of the Arts aims to support students individually in their development of a creative and farsighted authorship. The competence for interdisciplinary cooperation shall be strengthened and tested, and qualities in the use of methods and tools shall be expanded and sharpened. Through a participation in the critical discourse of the Master program, the aim is to grow the ability to link fields of theory and of practice in project work in multifaceted and targeted ways.

The master theme as a starting point, discourse, connection, final chord

The annual theme master provides a common starting point, which can be interpreted individually through the conception of an own project: as an inspiration, as a question, programme, guide, objective. The master theme seeks an intensive exchange between theory and practice in order to stimulate the quality of the resulting projects and interactions through a tension between analytical and experimental, planned and speculative, scientific and artistic processes. In the course of studying, the master theme is developed further through collective discussions and linked with the questions and experiences that are brought into play by the individual project plans. Enriched with these interactions and reflections the individual projects for the Master's thesis shall be developed, and will eventually result in a joint final presentation and publication.

The individual project at the center of the programme of study

The personal creative development project is at the heart of the Master's program. Starting with the original project draft, phases of content-related and procedural development are conceptualised, implemented, tested, and opened to debate. Depending on the individual topics, mentors and studios are allocated in order to allow for the best possible support and environment. The individual work will benefit from the studio communities, colloquia, and discourses on the contents and processes of the other participants, and enrich a multi-perspective exchange.

4 - DETAILS

Students are being accepted to the MA design program after passing the entrance examination for winter semester 2016/17.

The Design Master starts in the winter term 2016/2017, lasts for 2 terms and will end September 2017. The degree is Master of Arts (M.A.)

Dates to apply for the master program in design 2016/17: 02.02-31.03.2016

Please ensure your application arrives within that time frame. What counts is the arrival, not a postal stamp. It is not possible to apply via email or fax.

Entrance requirements

- 4-year Bachelor degree or similar in design, the arts, the humanities, social or engineering studies
- artistic talent
- for foreigners: knowledge of German language

The entrance examination is two-tiered:

- hand in of application (project proposal and portfolio)
- a select amount of applicants is invited to present their project in front of the master commission, followed by a personal interview

After a successful entrance examination applicants with a BA degree below 210 ECTS (4-year BA) must attend up to two terms adjustment studies (30 ECTS per tem). The missing ECTS points can be gained in the BA projects offered.

The application (max DIN A3) should consist of the following:

- project proposal, introducing the individual artistic-scientific project draft relating to the MA Theme (Synopsis 2-3 DIN A4 pages)
- the portfolio should give an insight to the personal development and professional interest of the applicant (can consist of design, artistic and theoretical work)
- additional audiovisual work can be sent by CD/DVD in the following formats: .avi/.mp4/.mov (alternatively also on youtube/vimeo etc)
- CV

formal application documents:

- approval application (online)
- CV
- copy of High School diploma
- copy BA diploma (must mention the gained ECTS points during studying)

- proof of German language (at point of application level B1, at point of immatriculation level C1), foreign students with a degree in Germany do not have to show this language proof
- applicants from the Peoples Republic of China please contact the academic services in the German embassy in Beijing before applying www.aps.org.cn

Attention! Two application addresses:

1) please send portfolio, project proposal and CV to:

Universität der Künste Berlin Masterstudiengang Design Einsteinufer 43-53,
10587 Berlin

2) please send formal application documents to:

Universität der Künste Berlin Immatrikulations- und Prüfungsamt
Masterstudiengang Design
Postfach 12 05 44
10595 Berlin

Alternatively the portfolio and project draft can be handed in personally on March 31st 2016 between 10 a.m. and 1 p.m. here:

Universität der Künste Berlin 3D-Haus / Raum 110
Straße des 17. Juni 118
10623 Berlin