

Diploma Supplement

The function of this Diploma Supplement is to elaborate on the information provided by the *Bachelor-Urkunde* (graduation certificate) and the *Bachelor-Zeugnis* (transcript) awarded by Mannheim University of Applied Sciences. The contents conform to the standard given by the Hochschulrektorenkonferenz (HRK), the association of state and state-recognised universities and other higher education institutions in Germany.

1. HOLDER OF THE QUALIFICATION

The holder of the qualification is shown on the *Bachelor-Zeugnis*.

2. QUALIFICATION

Name of Qualification:	Bachelor of Arts (B.A.)
Main Field(s) of Study:	Communication Design
Institution Awarding the Qualification:	Mannheim University of Applied Sciences / Hochschule Mannheim
Status:	Fachhochschule / University of Applied Sciences
Institution Administering Studies:	Mannheim University of Applied Sciences / Hochschule Mannheim
Status:	Fachhochschule / University of Applied Sciences
Languages of Instruction/Examination:	German

3. LEVEL OF THE QUALIFICATION

Level

Bachelor graduate, first degree (3½ years) with research project

Official Length of Programme

3½ years including 3-month research project

Access Requirements

Non-German speaking students who are eligible to attend university in their home country are admitted according to German regulations

4. CONTENTS AND RESULTS GAINED

Mode of Study

Full-time

Programme Requirements / Qualification Profile of the Graduate

The programme is structured into 2 semester basic study and 5 semester main study including a work experience semester and the Bachelor thesis.

7th Semester incl. Bachelor Thesis	Main Study 150 Credits
6th Semester	
5th Semester Practical Term	
4th Semester	
3rd Semester	
2nd Semester	Basic Study 60 Credits
1st Semester	

Learning is based on a combination of theoretical knowledge and practical experience. The aims are to provide students the opportunity to acquire the knowledge base, professional awareness, critical faculty, interpretative and communicative skills and ethical responsibility expected of informed professionals working within specialist.

In studying Communication Design at Mannheim University of Applied Sciences, the students benefit from a practically-oriented curriculum, close contacts to local industry and a wide choice of projects. The laboratories have state of the art equipment and provide contact with professional life.

Modules offered are:

- **Foundation Courses**

- Photo Technology
 - Photography and Laboratory Technology
 - Studio Technology
- Computing
 - Digital Technology
 - Internet Technology
- Publication Technology
 - Printing Technique
 - Desktop Publishing 1
 - Desktop Publishing 2
- Design Science Module
 - History of Art
 - Communication and Media Theory 1
- Drawing and Colour
 - Drawing 1 and Theory of Colours
 - Drawing 2
- Motion and Sound
 - Basic Video 1
 - Basic Video 2
- Shape and Font
 - Basic Design 1
 - Basic Design 2
 - Basics in Writing and Typography
- Interactions
 - Internet Communication
 - Digital Media Design
- Strategy
 - Introduction Communication Design
 - Communication Strategy

- **Advanced Courses**

- Design Modules Basic (three of five)
 - Construction Design and Writing
 - Corporate Design Typography
 - Writing and Typography
 - Advertising
 - Advertising Design Basics
 - Advertising Theory
 - Moving Picture
 - Motion Graphics
 - History of Film
 - Digital Media
 - Information and Communication
 - Interface and Networking
 - Photography
 - Foto Design
 - History of Photography
- Theoretical Modules
 - Law
 - Law Basics
 - Copyright and Internet Law
 - Design History Module
 - History of Art 2
 - History of Art 3
 - History of Design and Media
 - Design Theoretical Module
 - Communication and Media Theory 2
 - Communication and Media Theory 3
 - Photo Theory
 - Psychology
 - Foreign Language
 - Internship
 - Internship
 - Presentation Techniques
 - Seminar
 - Student Research Project
- Design Modules Advanced (three of six)
 - Graphic Design
 - Advertising Design
 - Communication
 - Motion and Spatial
 - Photography
 - Interactive Media
- Electives
 - 3D Visualization
 - Design Research
 - Experimental Film
 - Interfacedesign
 - Illustration and Drawing
 - Navigation Design
 - Conceptual Photography
 - Open Project
 - Orientation Systems
 - Spatial Design
 - Storyboard
 - Text

- **Bachelor Thesis**

Programme Components and Details

The programme components and details are listed on the back side of the *Bachelor-Zeugnis*. The English translation can be found on the transcript.

Grading Scheme

Grading system: 1.0 – 1.2 (distinction); 1.3 – 1.5 (very good); 1.6 – 2.5 (good); 2.6 – 3.5 (satisfactory); 3.6 – 4.0 (sufficient); 4.1 – 5.0 (fail).

In some courses only a pass or fail are awarded.

Overall Classification

The overall classification is shown on the *Bachelor-Zeugnis*. It is based on assessments every semester during main study and a Bachelor thesis.

The course grades and the Bachelor thesis are weighted to calculate the final grade.

The course grades for the basic study are shown in a separated transcript called *Bachelorvorprüfungs-Zeugnis*.

5. FUNCTION OF THE QUALIFICATION

Access to Further Study

The degree corresponds to the first cycle degree according to the new European Higher Education System (Bologna Declaration) and qualifies the holder to apply for a second cycle degree.

6. ADDITIONAL INFORMATION

Further Information Sources

a) on the institution, the programme and the accreditation: www.hs-mannheim.de

b) on the department: www.gestaltung.hs-mannheim.de

c) description of course contents available on request

7. CERTIFICATION

This diploma supplement refers to the following original documents, issued by Hochschule Mannheim:

Bachelor-Urkunde (graduation certificate)

Bachelor-Zeugnis (transcript)

8. INFORMATION ON THE GERMAN HIGHER EDUCATION SYSTEM¹

8.1 Types of Institutions and Institutional Status

Higher education (HE) studies in Germany are offered at three types of Higher Education Institutions (HEI).²

- *Universitäten* (Universities) including various specialized institutions, offer the whole range of academic disciplines. In the German tradition, universities focus in particular on basic research so that advanced stages of study have mainly theoretical orientation and research-oriented components.

- *Fachhochschulen* (Universities of Applied Sciences) concentrate their study programmes in engineering and other technical disciplines, business-related studies, social work, and design areas. The common mission of applied research and development implies a distinct application-oriented focus and professional character of studies, which include integrated and supervised work assignments in industry, enterprises or other relevant institutions.

- *Kunst- und Musikhochschulen* (Universities of Art/Music) offer studies for artistic careers in fine arts, performing arts and music; in such fields as directing, production, writing in theatre, film, and other media; and in a variety of design areas, architecture, media and communication.

Higher Education Institutions are either state or state-recognized institutions. In their operations, including the organization of studies and the designation and award of degrees, they are both subject to higher education legislation.

8.2 Types of Programmes and Degrees Awarded

Studies in all three types of institutions have traditionally been offered in integrated "long" (one-tier) programmes leading to *Diplom-* or *Magister Artium* degrees or completed by a *Staatsprüfung* (State Examination).

Within the framework of the Bologna-Process one-tier study programmes are successively being replaced by a two-tier study system. Since 1998, a scheme of first- and second-level degree programmes (Bachelor and Master) was introduced to be offered parallel to or instead of integrated "long" programmes. These programmes are designed to provide enlarged variety and flexibility to students in planning and pursuing educational objectives, they also enhance international compatibility of studies.

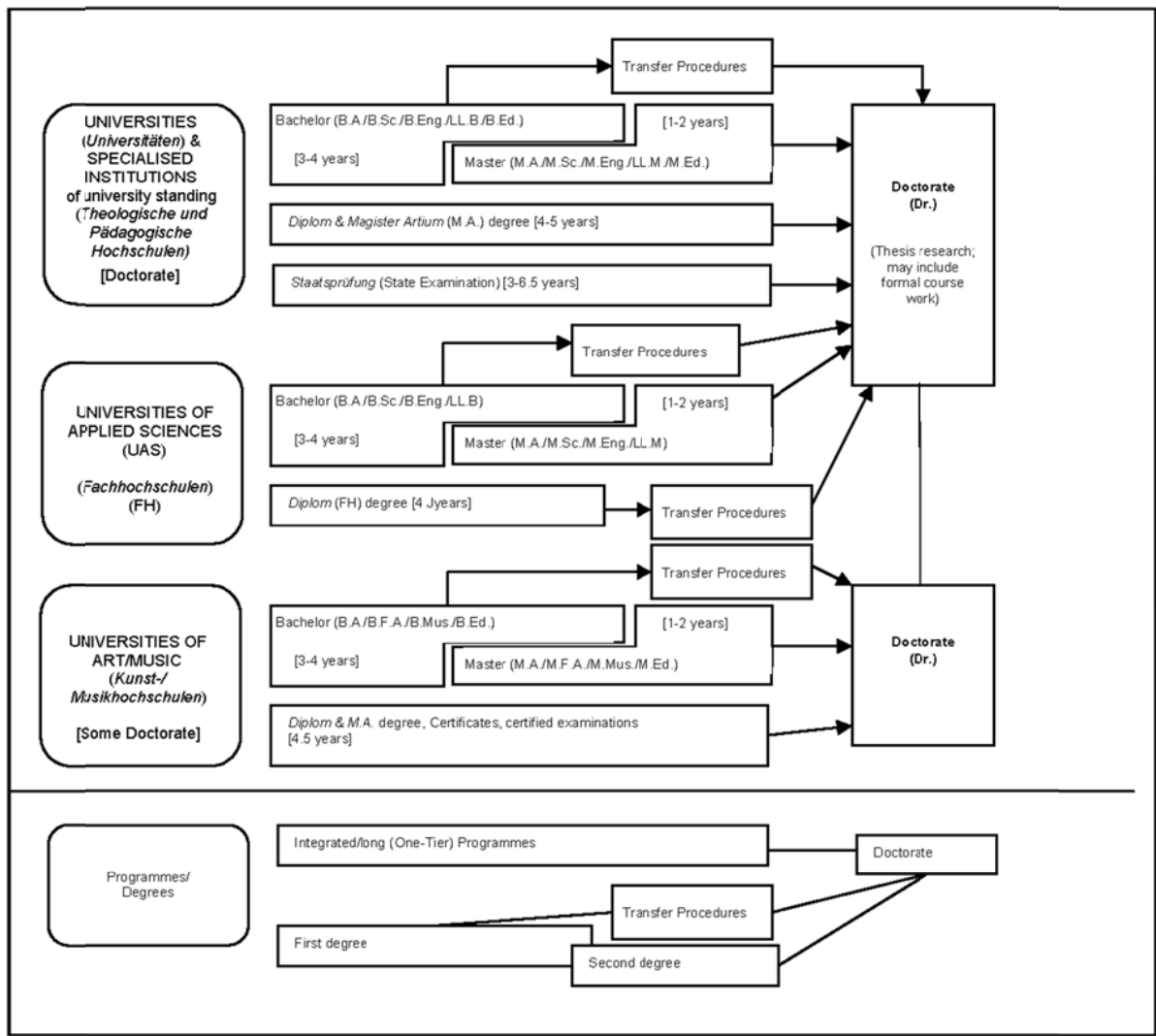
The German Qualification Framework for Higher Education Degrees³ describes the degrees of the German Higher Education System. It contains the classification of the qualification levels as well as the resulting qualifications and competencies of the graduates.

For details cf. Sec. 8.4.1, 8.4.2, and 8.4.3 respectively. Table 1 provides a synoptic summary.

8.3 Approval/Accreditation of Programmes and Degrees

To ensure quality and comparability of qualifications, the organization of studies and general degree requirements have to conform to principles and regulations established by the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany (KMK).⁴ In 1999, a system of accreditation for programmes of study has become operational under the control of an Accreditation Council at national level. All new programmes have to be accredited under this scheme; after a successful accreditation they receive the quality-label of the Accreditation Council.⁵

Table 1: Institutions, Programmes and Degrees in German Higher Education



8.4 Organization and Structure of Studies

The following programmes apply to all three types of institutions. Bachelor's and Master's study courses may be studied consecutively, at various higher education institutions, at different types of higher education institutions and with phases of professional work between the first and the second qualification. The organization of the study programmes makes use of modular components and of the European Credit Transfer and Accumulation System (ECTS) with 30 credits corresponding to one semester.

8.4.1 Bachelor

Bachelor degree study programmes lay the academic foundations, provide methodological skills and lead to qualifications related to the professional field. The Bachelor degree is awarded after 3 to 4 years.

The Bachelor degree programme includes a thesis requirement. Study courses leading to the Bachelor degree must be accredited according to the Law establishing a Foundation for the Accreditation of Study Programmes in Germany.⁶

First degree programmes (Bachelor) lead to Bachelor of Arts (B.A.), Bachelor of Science (B.Sc.), Bachelor of Engineering (B.Eng.), Bachelor of Laws (LL.B.), Bachelor of Fine Arts (B.F.A.), Bachelor of Music (B.Mus.) or Bachelor of Education (B.Ed.).

8.4.2 Master

Master is the second degree after another 1 to 2 years. Master study programmes may be differentiated by the profile types "practice-oriented" and "research-oriented". Higher Education Institutions define the profile. The Master degree study programme includes a thesis requirement. Study programmes leading to the Master degree must be accredited according to the Law establishing a Foundation for the Accreditation of Study Programmes in Germany.⁷

Second degree programmes (Master) lead to Master of Arts (M.A.), Master of Science (M.Sc.), Master of Engineering (M.Eng.), Master of Laws (L.L.M.), Master of Fine Arts (M.F.A.), Master of Music (M.Mus.) or Master of Education (M.Ed.). Master study programmes, which are designed for continuing education, may carry other designations (e.g. MBA).

8.4.3 Integrated "Long" Programmes (One-Tier):

Diplom degrees, Magister Artium, Staatsprüfung

An integrated study programme is either mono-disciplinary (*Diplom* degrees, most programmes completed by a *Staatsprüfung*) or comprises a combination of either two major or one major and two minor fields (*Magister Artium*). The first stage (1.5 to 2 years) focuses on broad orientations and foundations of the field(s) of study. An Intermediate Examination (*Diplom-Vorprüfung* for *Diplom* degrees; *Zwischenprüfung* or credit requirements for the *Magister Artium*) is prerequisite to enter the second stage of advanced studies and specializations. Degree requirements include submission of a thesis (up to 6 months duration) and comprehensive final written and oral examinations. Similar regulations apply to studies leading to a *Staatsprüfung*. The level of qualification is equivalent to the Master level.

- Integrated studies at *Universitäten (U)* last 4 to 5 years (*Diplom* degree, *Magister Artium*) or 3 to 6.5 years (*Staatsprüfung*). The *Diplom* degree is awarded in engineering disciplines, the natural sciences as well as economics and business. In the humanities, the corresponding degree is usually the *Magister Artium* (M.A.). In the social sciences, the practice varies as a matter of institutional traditions. Studies preparing for the legal, medical and pharmaceutical professions are completed by a *Staatsprüfung*. This applies also to studies preparing for teaching professions of some *Länder*.

The three qualifications (*Diplom*, *Magister Artium* and *Staatsprüfung*) are academically equivalent. They qualify to apply for admission to doctoral studies. Further prerequisites for admission may be defined by the Higher Education Institution, cf. Sec. 8.5.

- Integrated studies at *Fachhochschulen (FH)*/Universities of Applied Sciences (UAS) last 4 years and lead to a *Diplom (FH)* degree. While the *FH/UAS* are non-doctorate granting institutions, qualified graduates may apply for admission to doctoral studies at doctorate-granting institutions, cf. Sec. 8.5.

- Studies at *Kunst- and Musikhochschulen* (Universities of Art/Music etc.) are more diverse in their organization, depending on the field and individual objectives. In addition to *Diplom/Magister* degrees, the integrated study programme awards include Certificates and certified examinations for specialized areas and professional purposes.

8.5 Doctorate

Universities as well as specialized institutions of university standing and some Universities of Art/Music are doctorate-granting institutions. Formal prerequisite for admission to doctoral work is a qualified Master (UAS and U), a *Magister* degree, a *Diplom*, a *Staatsprüfung*, or a foreign equivalent. Particularly qualified holders of a Bachelor or a *Diplom (FH)* degree may also be admitted to doctoral studies without acquisition of a further degree by means of a procedure to determine their aptitude. The universities respectively the doctorate-granting institutions regulate entry to a doctorate as well as the structure of the procedure to determine aptitude. Admission further requires the acceptance of the Dissertation research project by a professor as a supervisor.

8.6 Grading Scheme

The grading scheme in Germany usually comprises five levels (with numerical equivalents; intermediate grades may be given): "Sehr Gut" (1) = Very Good; "Gut" (2) = Good; "Befriedigend" (3) = Satisfactory; "Ausreichend" (4) = Sufficient; "Nicht ausreichend" (5) = Non-Sufficient/Fail. The minimum passing grade is "Ausreichend" (4). Verbal designations of grades may vary in some cases and for doctoral degrees.

In addition institutions partly already use an ECTS grading scheme.

8.7 Access to Higher Education

The General Higher Education Entrance Qualification (*Allgemeine Hochschulreife, Abitur*) after 12 to 13 years of schooling allows for admission to all higher educational studies. Specialized variants (*Fachgebundene Hochschulreife*) allow for admission to particular disciplines. Access to *Fachhochschulen* (UAS) is also possible with a *Fachhochschulreife*, which can usually be acquired after 12 years of schooling. Admission to Universities of Art/Music may be based on other or require additional evidence demonstrating individual aptitude. Higher Education Institutions may in certain cases apply additional admission procedures.

8.8 National Sources of Information

- Kultusministerkonferenz (KMK) [Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany]; Lennestrasse 6, D-53113 Bonn; Fax: +49[0]228/501-229; Phone: +49[0]228/501-0
- Central Office for Foreign Education (ZaB) as German NARIC; www.kmk.org; E-Mail: zab@kmk.org
- "Documentation and Educational Information Service" as German EURYDICE-Unit, providing the national dossier on the education system (<http://www.kmk.org/dokumentation/zusammenarbeit-auf-europaischer-ebene-im-eurydice-informationsnetz.html>); E-Mail: eurydice@kmk.org
- Hochschulrektorenkonferenz (HRK) [German Rectors' Conference]; Anrstrasse 39, D-53175 Bonn; Fax: +49[0]228/887-110; Phone: +49[0]228/887-0; www.hrk.de; E-Mail: post@hrk.de
- "Higher Education Compass" of the German Rectors' Conference features comprehensive information on institutions, programmes of study, etc. (www.higher-education-compass.de)

- 1 The information covers only aspects directly relevant to purposes of the Diploma Supplement. All information as of 1 July 2010.
- 2 *Berufsakademien* are not considered as Higher Education Institutions, they only exist in some of the *Länder*. They offer educational programmes in close cooperation with private companies. Students receive a formal degree and carry out an apprenticeship at the company. Some *Berufsakademien* offer Bachelor courses which are recognized as an academic degree if they are accredited by a German accreditation agency.
- 3 German Qualification Framework for Higher Education Degrees (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 21.04.2005).
- 4 Common structural guidelines of the *Länder* for the accreditation of Bachelor's and Master's study courses (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 10.10.2003, as amended on 04.02.2010).
- 5 "Law establishing a Foundation for the Accreditation of Study Programmes in Germany", entered into force as from 26.2.2005, GV. NRW, 2005, nr. 5, p. 45 in connection with the Declaration of the *Länder* to the Foundation "Foundation: Foundation for the Accreditation of Study Programmes in Germany" (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 16.12.2004).
- 6 See note No. 5.
- 7 See note No. 5.