

Bachelor in Textile Design (B.A.) - Hof University — Hof University

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<https://www.hof-university.com/studying-at-hof-university/our-degree-programs/textile-design-ba.html>

The bachelor's degree program in textile design at the Hof University of Applied Sciences/Münchberg campus trains specialized designers with the aim of enabling them to independently apply their creative, technological and business-oriented knowledge and skills in their professional field. The graduates should be able to develop and design products and concepts in a team. Designers should be active in an advisory capacity (analysis, idea, dialogue), in planning (concept, strategy) and in implementation (design, documentation). The knowledge of economic contexts and the willingness to be able to analyze processes and user needs is just as relevant for a design job as the ability to be creative and full of ideas.

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Elective modules worth 17.5 credits:

Languages Experimental 3D Design 1+2 Collection design Produkt design Stitch 2 Documentation techniques

Design project Design Product development 2 Future of textiles 2 Social competence Confection and cutting techniques

Practical seminar Practical project Marketing/Product management

Representation + Perception Color + Shape Digital image processing Textile design Interdisciplinary project 1 Textile raw materials Textile production processes Basics of textile finishing Binding technology

The textile design program represents an understanding of design from function, aesthetics and innovative technology and the associated demand for quality in an industrially manufactured product. The basis of product development is an understanding of how the design elements work and a design strategy that takes into account ecological and economic factors in addition to material-haptic aspects. In the design process, the perception and processing of social trends and tendencies is of central importance in order to create a distinctive product aesthetic at the cutting edge of technology. Based on intuitive creativity and systematic methodology, formal-aesthetic aspects are combined with craftsmanship and technological skills in free or thematically bound study projects. To this end, different materials and their specific properties are explored. Experiments with materials such as textiles, metal, glass, ceramics, plastics, concrete or intelligent fibers lead to new materials, material combinations and areas of application. In the course of the 7-semester textile design program, students learn basic design processes and methods for generating ideas, textile technologies, CAD systems, and interdisciplinary understanding of design. Through interdisciplinary projects such as exhibitions, competitions and cooperations, a responsible and active basic attitude is to be promoted, as well as respect and understanding for other people, especially those from other cultural backgrounds. Graduates should be able to work in a team and be prepared to take on later positions in a team or as a team leader. Through a stable value system, they can give themselves and others orientation in a changing environment. Personal one-on-one supervision and working in small groups encourage a willingness to take responsibility and work in a team, and train creativity and critical faculties to find universally valid, design-relevant value standards. The study of the relationships between form and color, material and technology, society, economy and market is an essential part of the training, as is the development of drawing and presentation skills, judgment and value standards. The representation and presentation of the product and the documentation of the process of creation is an indispensable part of the study. Theory and practice are combined through an integrated practical study semester as well as through. Practical projects with companies, institutions and public facilities are closely linked. Due to the proximity to the laboratories of the study program Innovative Textiles, Media Design, Institute for Material Sciences at Hof University of Applied Sciences, extensive practical experiments are possible. The comprehensive technical equipment of the university offers an ideal environment for experimental work and justifies the reputation of the Münchberg textile design program as being particularly practice-oriented.

You are optimally prepared for your possible future tasks in various areas of the design world. In addition to classic areas such as clothing, home and contract textiles, textile designers are now offered a varied, constantly growing professional field.

Graduates of the textile design program are in demand in a wide variety of design fields such as the fashion industry, sporting goods manufacturers, mobility, architecture, interior design, interior design or the furniture industry. In addition to this broad spectrum, there is also the possibility of working in a design studio or self-employment.

Aptitude test and portfolio

In order to apply for the Bachelor's program in Textile Design, you need to take part in an aptitude test and prepare an artistic portfolio.

Questions about the portfolio? At any time, please make an appointment with arwed.guderian@hof-university.de.

Textile Design

May 01 - June 15

Info and services

Timetable

Here you find your timetable.

The campus Münchberg is located about 20 km south of our main campus. Here you will find a library, high-tech laboratories and our textile technical center.

More about Campus Münchberg

My name is Lisa Fuhrig and I am a student ambassador for the textile design program.

I'm studying in Münchberg myself and I'm happy to tell you what we're all about and how the program is structured.

I would be happy to answer your questions - just send me an email to tolisa.fuhrig@hof-university.de.

For an application to the Bachelor's program Textile Design at Hof University, it is necessary to create an artistic portfolio and to participate in an aptitude test.

The aptitude test usually takes place in June at the Münchberg campus; all applicants will be informed about the exact date.

Please bring your portfolio directly with you.

Your portfolio should include approximately 15 self-created creative work samples that provide information about your artistic talent and aptitude. Sketchbooks can be part of the portfolio. Digitally created works (e.g. screen design, websites, image processing, etc.) should be available as printouts. Non-digitally created work must always be an original component of the portfolio; only three-dimensional and oversized work may be documented in the form of photographs. Photocopies or printouts of drawings and color work will not be accepted. Work samples exceeding A 1 format will not be accepted. The same applies to objects or materials that do not fit into a standard folder.

The portfolio should contain the best work and express your personal creative power. The originality of the work plays an important role. In addition to basic formal-aesthetic skills, some work should reveal experimental problem solving.

Drawing represents a multifaceted and traditional way of directly experiencing and representing the process of perception. These drawings may include objects of the visible environment, still lifes, landscapes, figures, etc., and provide a broad field for the application of different representational techniques - pencil, ink, pastel, etc. Sketches showing your ideas and concepts can add to the variety of expressive possibilities. Drawing work from the imagination can be additionally included.

Color itself represents another important area of design. Therefore, the portfolio should include some work that shows your sense of color. Besides representational compositions, the sensuality of a color becomes especially visible in abstract compositions. Possible techniques of representation are - tempera, watercolor, acrylic, etc.

Photographs- analog or digital - should be individual perception and interpretation of the visible environment or serve to document 3-dimensional objects. Works specific to the course of study can usefully supplement the application portfolio, but are not mandatory.

You can take part in a portfolio consultation in advance. Please make an appointment by mail with: arwed.guderian@hof-university.de

Head of Program

Student Counseling

Student Affairs - Program Manager

Prof. Nicole Mallek

Tuesday: 13:00 - 14:00 by appointment

Prof. Arwed Guderian

Tuesday: 17:30 - 18:30 by prior appointment via Email

Doreen Rustler

Elisa Dähne