

Bachelor in Design and Mobility B.A. - Hof University — Hof University

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

The aim of this program is to train you as designers. The focus is on the design and technical challenges of the mobility of the future.

Thematically, the study program spans a wide range from classic means of transport, such as the automobile, to micromobility and local and long-distance public transport on land, water and in the air.

Overarching themes are the connection of different types of mobility (intermodality) and the conceptual further development and redesign of the transportation infrastructure.

The design study program includes a proportion of technical subjects.

The aim of the training is to provide students with the skills to communicate and act in an interdisciplinary manner in an industrial environment and in independent work. Graduates are able to work creatively and successfully on design projects independently and on their own responsibility or in heterogeneous project teams.

You will learn to communicate and act in an interdisciplinary manner in an industrial environment and in an independent capacity. This will enable you to work creatively and successfully in heterogeneous project teams and make a valuable contribution to shaping the mobility requirements of the future.

The standard period of study for this Bachelor's program is seven semesters.

An aptitude test is required to start studying. The procedure and the dates of the assessment are explained in the university's applicant portal.

The program is divided into Basic, Core and Specialization Sections. Each section lasts two teaching semesters at the university.

In addition to a thorough knowledge transfer, the program also includes several practical projects in which you can test and train your creativity, communication and commitment.

In the 5th semester, you complete your internship (practical semester).

In the Specialization Area, you can take a number of elective modules in addition to several standard ones. At the end of the Specialization Area, your Bachelor's thesis will also be completed.

After successfully passing the Bachelor's examination, Hof University of Applied Sciences will award you the academic degree Bachelor of Arts (B.A.).

Elective modules:

Languages
History of art and design
History of locomotion
Photography
Video/AV
Business basics for engineers
Project Management
Entrepreneurship/company formation
Current developments in industrial design
Marketing/Product Management

The course of study is divided into three areas:

Basic area:

Methods of design work, colors, three-dimensional design, digital and physical model making.
Initial project work is developed.

Working tools and methods: Drawing; 3D CAD, visualization technology and virtual reality basics; clay model making.

Core Area:

Project work moves into focus in terms of time, becomes more extensive and thematically more complex.

In addition, technical aspects are brought into the teaching: basics of vehicles, production possibilities of the automotive industry, suitable materials, recycling and utilization

Practical semester:

The fifth semester is the obligatory practical semester in industry, which is completed in design departments or other practice-oriented institutions. The practical experience is complemented by two seminars in marketing and product management.

Specialization Area:

Project work in application of all learned skills and experience from the industrial internship.

Course content: conceptual development of mobility strategies, innovation management, scientific work and presentation techniques on the schedule.

Additional offerings: Elective modules - from languages to current developments in industrial design.

In addition to the General Requirements for the Bachelor's Program, an Aptitude Test must be taken for the Bachelor's Program in Design and Mobility.

As the language of instruction is German, you will need a language certificate - at least B2.

A preliminary internship is not necessary.

The aptitude test takes place at the learning location Selb.

The examination consists of a drawing part and an interview.

In preparation for the examination, we ask you to prepare a portfolio of your own work as homework. You will receive details on this task as well as organisational details for the examination by e-mail after you have submitted your application.

After taking the aptitude test, you will be informed of the result of the test by e-mail within two weeks.

The deadline for online applications is 31 July.

We wish you every success with your application!

All applications must be submitted online via our online application portal PRIMUSS.

If you acquired your university entrance certificate abroad, uni-assist must assess the certificate before you can send it to Hof University.

We advise you to send your documents to uni-assist at least 4 weeks before the application deadline at Hof University.

The most important information for download:

Course flyer Design and Mobility

Click here for the PRIMUSS portal!

Winter semester: May 01 - June 15 - extended until September 15, 2025

Info and services

Application facts:

Winter semester 2025/26 (start of studies on the 1st of October 2025)

The aptitude test will take place for one day at the Selb site.

The exam consists of a drawing part and an interview.

To prepare for the exam, we ask you to produce a portfolio of your own work as a homework. Make sure that both the portfolio and the drawings are labelled with your name on the back.

The portfolio will be returned to you at the end of the aptitude test.

After taking the aptitude test, you will be informed (by e-mail) of the result of the test within two weeks.

We look forward to seeing you in Selb and wish you every success!

A preliminary internship is not necessary.

Further information:

Access to the application portal PRIMUSS for your online application can be found here:

At the Selb campus, our programs in Design and Mobility are offered. They contribute to Hof University's Greentech Strategy with sustainable solutions and address the future of mobility

directly.

Teaching currently takes place in the so-called Mirror House of the Rosenthal company.

More about the learning site Selb

Head of Program / Academic Advisor

Head of Examination Board

Student Affairs - Program Manager

Prof. Lutz Fügener

Prof. Alexander Forst

Friday: 08:00 - 15:00 via Mail

Annalena Hüttner