

STUDY PROGRAMS

B.A. INTER
MEDIALE
GESTAL
TUNG

+++Faculty of Design+++

+++Studying at Folkwang+++

M.A. INTER
MEDIA
DESIGN

IMPRINT

Layout

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Text

Intermedia Design Department

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FOLK
WANG
UNIVER
SITY OF
THE ARTS

Folkwang University of the Arts has stood for artistic excellence and interdisciplinary practice since 1927. Music, theatre, dance, design, and scholarship come together under the Folkwang Idea.

With around 1,500 students enrolled in 42 degree programs, it is one of the largest public art universities in Germany. The design programs are located on the Zollverein campus – in the heart of the UNESCO World Heritage Site.



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FACULTY OF DESIGN



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The Quartier Nord of Folkwang University of the Arts at the Zollverein World Heritage campus offers excellent study conditions for aspiring designers. Since the winter semester 2017/18, the nearly 13,500 m² new building has housed the Photography, Industrial Design, Intermedia Design, and Art and Design Studies programs, along with their associated workshops and labs.

The building accommodates around 600 students and 70 faculty and staff members. The Quartier Nord is complemented by the neighboring SANAA building by Pritzker Prize laureates Kazuyo Sejima and Ryue Nishizawa, which is used for teaching, events and exhibitions.



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INTER MEDIA DESIGN

Intermedia Design is the art of making media speak to one another. Images, data, words, spaces, and interfaces become a field of experimentation in which new forms of perception and knowledge emerge.

The program encourages independent, artistically research-driven practice that develops new forms of knowledge, experience, and communication with and through media. Graduates go on to work in culture, research, media, and the creative industries – wherever the future is shaped visually and conceptually. The program understands design as a speculative, investigative, and socially impactful practice.

IMAGE, TEXT, CODE

In the Image field, art, design, and pop culture intersect. The focus is on visual narration: students explore still and moving image worlds, reflect on cultural contexts, and develop their own distinctive visual languages.

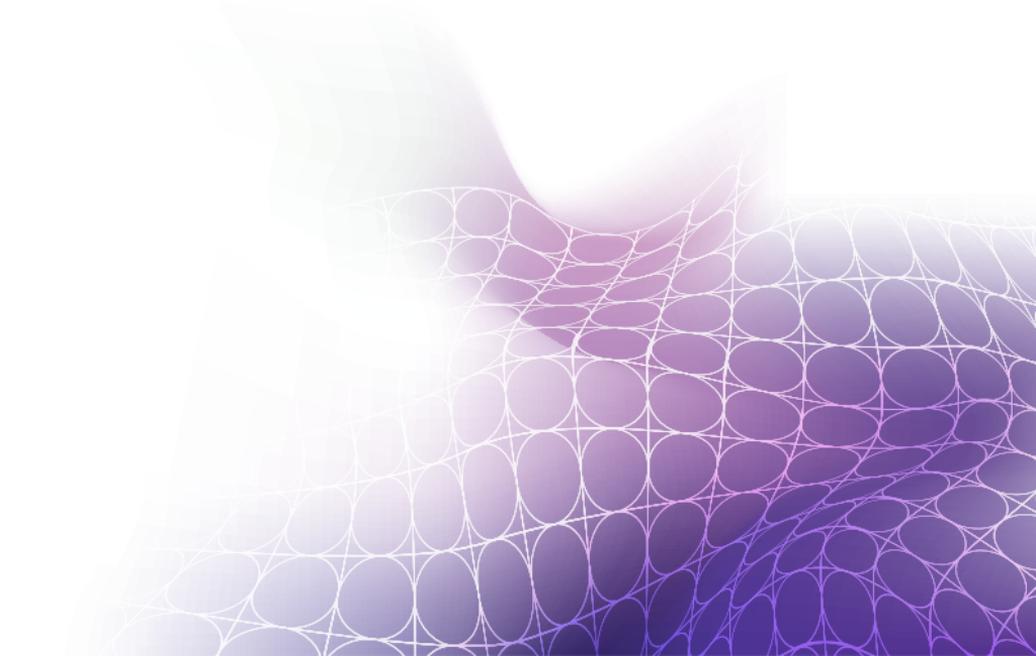
The Illustration focus examines how ideas become visible. Drawing, digital techniques, and experimental visual languages are used to condense stories, disrupt signs, and discover new forms of expression – from comics and posters to independent artistic work.

Moving Image is dedicated to cinematic and animated forms of storytelling. Using video, animation, and installation-based approaches, students develop dramaturgical concepts, stage space, time, and movement, and critically reflect on both historical and contemporary media landscapes.

Text engages with the formative power of language and its visual expression. It explores how content and form interact, how texts can be experienced, and how they generate meaning across different media.

The Typography focus goes beyond type design: letters, signs, and negative space become narrative elements. Students analyze forms, develop word-images, design their own publications, and experiment with analog and digital techniques – always within the dynamic field between typographic culture and contemporary expression.

In Visual Identities, students develop concepts that make cultural and social themes visible. They design visual identities, campaigns, and narrative systems that create recognition and communicate identity.



Code brings together design, technology, and social questions. Students explore how digital tools, sensors, algorithms, and new narrative forms can be used to shape communication in interactive, experiential, and experimental ways.

The Interface Design focus is dedicated to generative approaches, nonlinear dramaturgies, and the staging of sound, light, movement, and space. Students develop interactive systems that actively involve users and enable new forms of experience.

In the Information Design focus, data is transformed into narrative, critical, and sensorially engaging designs. Students analyze digital structures, question technological frameworks, and translate complex information environments into accessible visual and interactive formats.



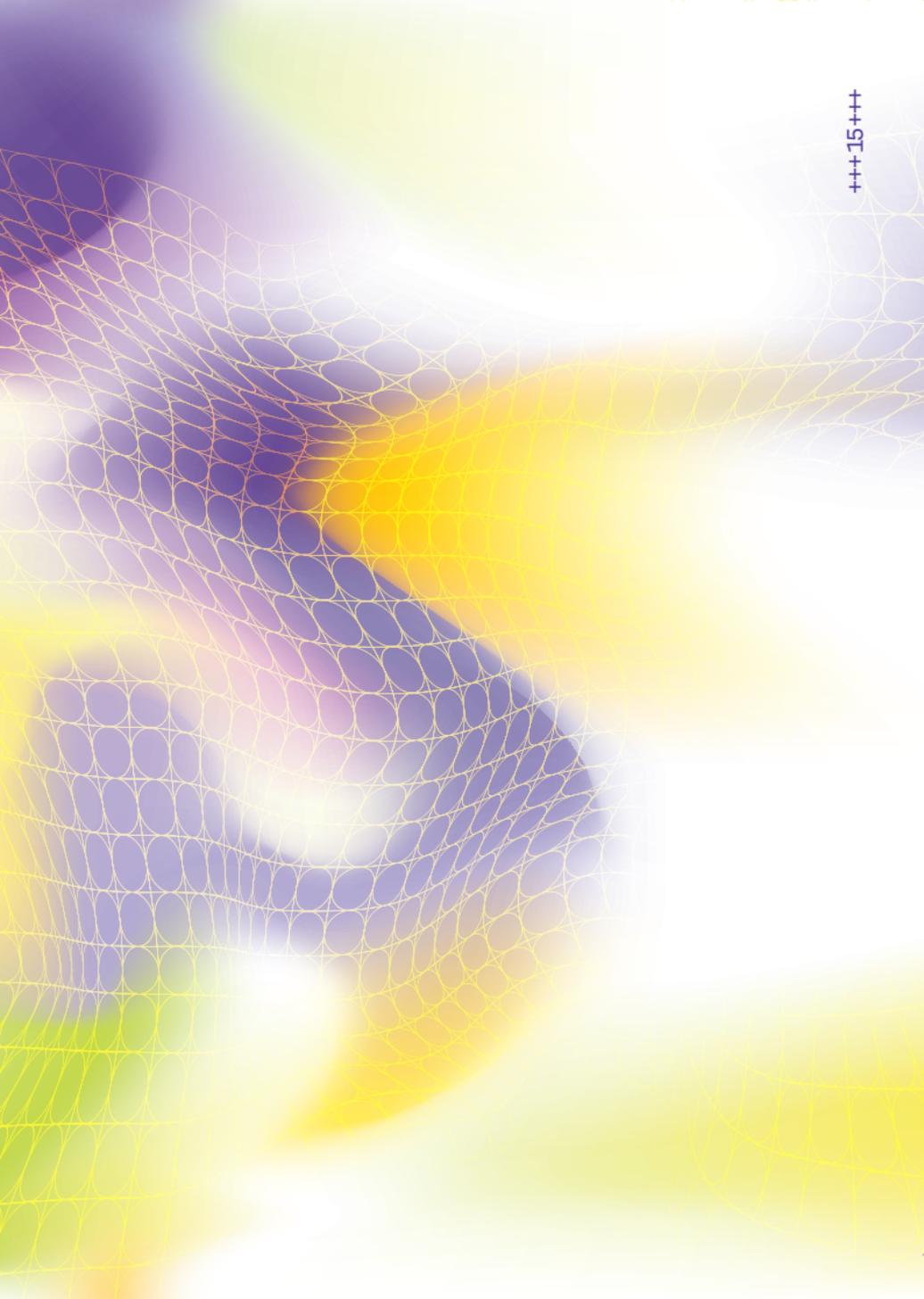
B.A. INTER MEDIALE GESTAL TUNG

The eight-semester bachelor's program provides a broad, artistically experimental design practice. Students work across media with image, text, and code, developing their own creative and research-oriented approaches. The program fosters conceptual strength, critical thinking, and technical versatility. Graduates are qualified to work in a wide range of fields within media, culture, and design practice.

M.A. INTER MEDIA DESIGN

The master's program deepens intermedia, conceptual, and research-driven design practice. Students develop their own questions and projects at the intersection of art, design, media, technology, and society.

The program offers space for individual artistic practice, theoretical reflection, and project-based research. The degree qualifies graduates for an independent artistic career in design, media, culture and research.

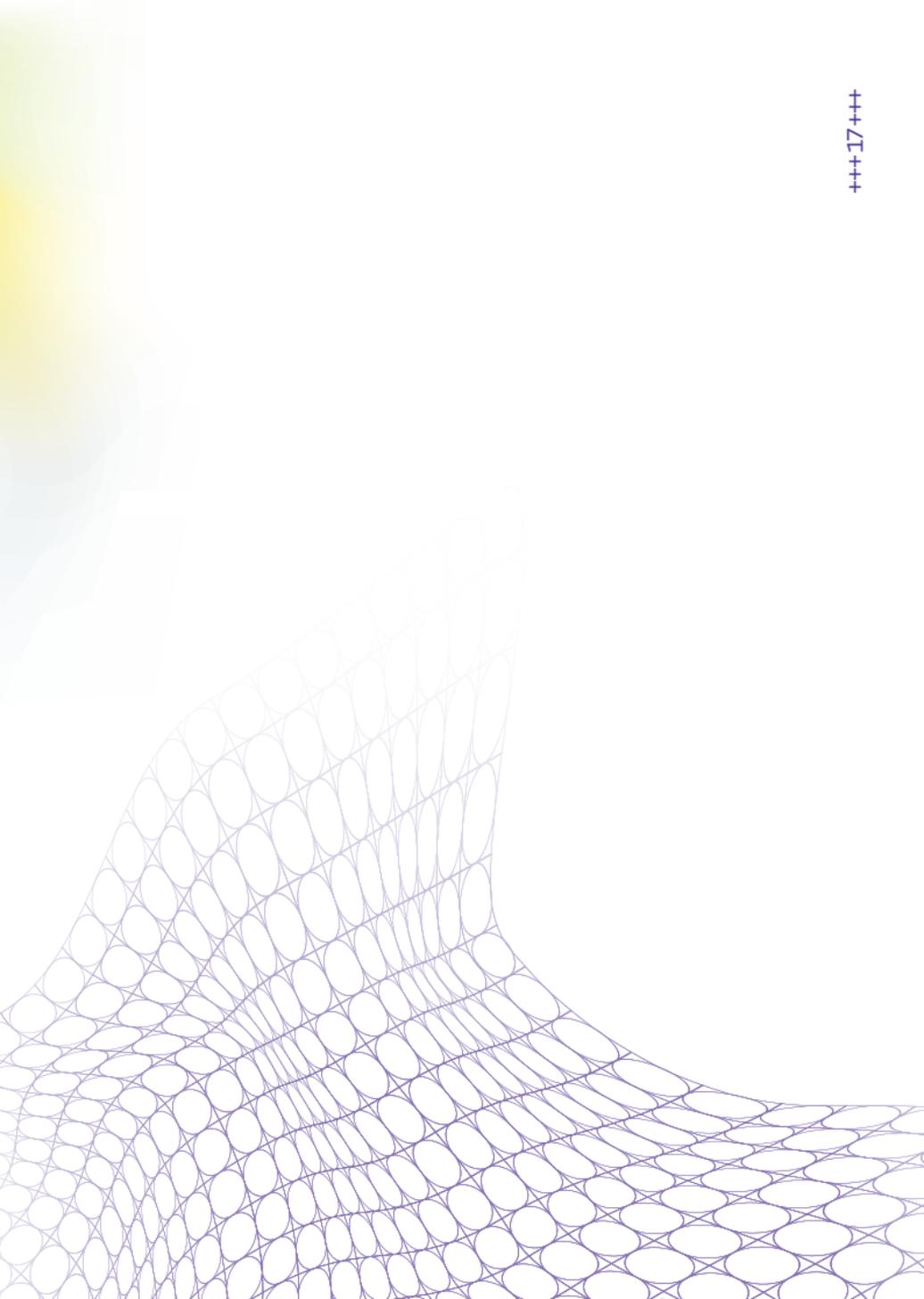


PROGRAM STRUCTURE

The program is divided into three levels: A, B, and C. In the first two semesters, students acquire foundational skills in image, text, and code.

From the third semester onward, Artistic Studio Projects follow, with two project-based works realized per semester. Artistic Development Projects become central from the fifth semester onward – as in the Master Intermedia Design – enabling in-depth, long-term work on one project per semester and supporting individual specializations and research-driven approaches.

The program structure is intentionally flexible: in every phase, courses from previous levels can also be taken. This flexibility opens up different paths – from focused artistic profiles to broad intermedia practices. At its core is the free development of each student's individual creative position.



B.A. INTERMEDIALE

BASIC STUDIES

Semester 1

Semester 2

Core Artistic Subjects A
9 CP

Foundation Courses A
6 CP

Academic Studies A
4 CP

Knowledge & Application A
2 CP

Jour Fixe
0 CP

30 CP

30 CP

MAIN STUDIES

Semester 3

Semester 4

Artistic Studio Project B*
9 CP

Foundation Courses B
6 CP

Academic Studies B
4 CP

Knowledge & Application A
2 CP

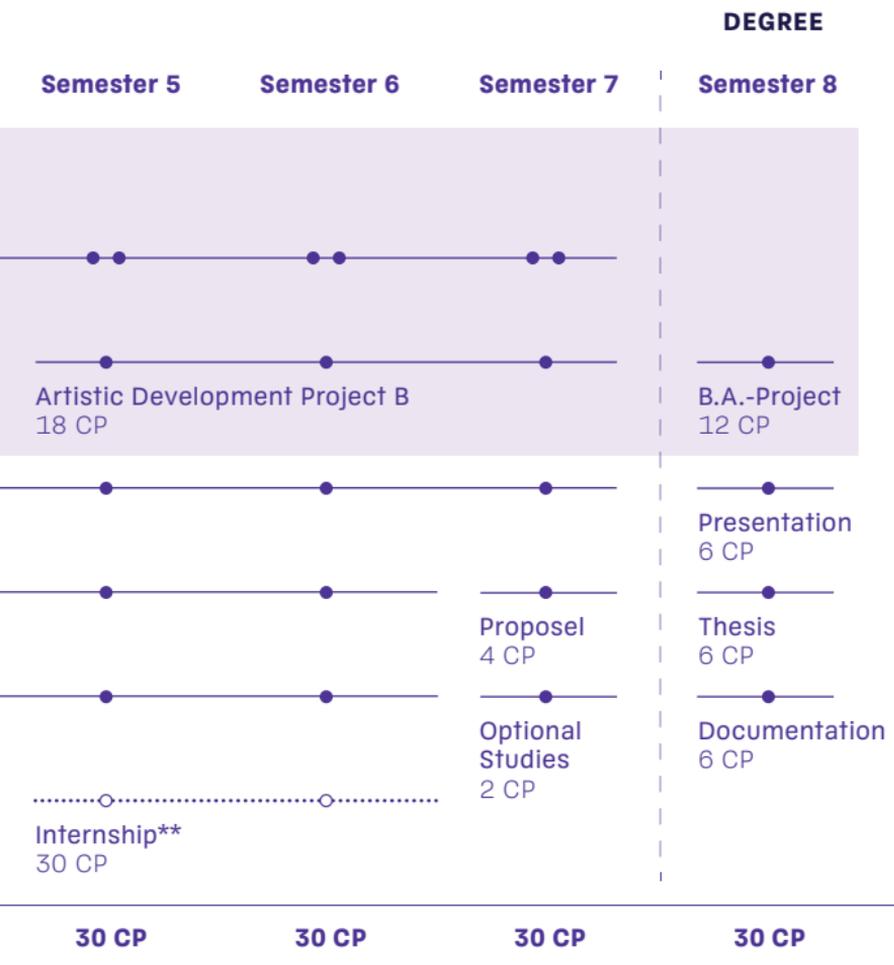
30 CP

30 CP

* The module concludes at the end of the fourth semester with a colloquium that serves for reflection on the studies completed so far and for academic advising.

GESTALTUNG

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**** One full semester (30 ECTS) in the bachelor's program can be replaced by an internship module in the 5th or 6th semester.**

M.A. INTERMEDIA D

MAIN STUDIES

Semester 1

Semester 2

Semester 3

Artistic Development Project C***
18 CP

Foundation Courses C
6 CP

Academic Studies C
6 CP

Proposel
3 CP

Jour Fixe
0 CP

30 CP

30 CP

30 CP

*** Throughout the entire course of study, at least two core artistic subjects must be taken at Experience Level C.

DESIGN

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DEGREE

Semester 4

●
M.A. Project
18 CP

●
Thesis
8 CP

●
Presentation
2 CP

●
Documentation
2 CP

30 CP

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WORK SHOPS



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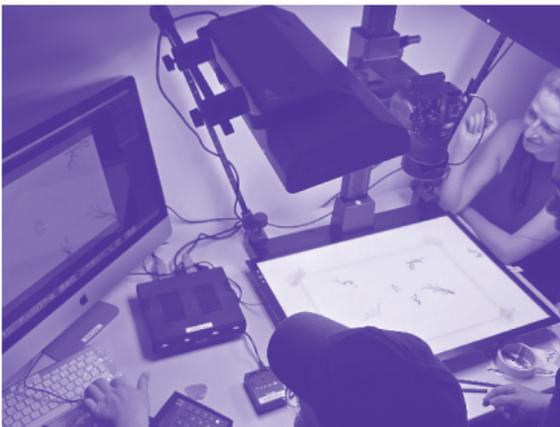


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The Zollverein campus of Folkwang University of the Arts offers extensively equipped workshops and labs. On the ground floor are the wood, metal, and plastics workshops, print and textile workshops, the Advanced Technology Lab, and the electromechanical workshop. The upper floors house, among others, media and moving image workshops, photo studios as well as the ceramics lab.

The workshop concept connects hands-on material practice with digital technologies. Craft-based work remains central and is complemented by experimental and technological processes.

The workshops are places of exploration: this is where physical experience, design thinking, and theoretical reflection come together, creating space for intermedia, research-driven, and forward-looking practice.



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APPLI CATION AND ADVISING

Applications for the B.A. Intermedia Design and the M.A. Intermedia Design are open annually in the spring starting in 2026. Detailed information on the application process, deadlines, and current examination regulations can be found on the central website of Folkwang University of the Arts.

We offer prospective students the opportunity to take part in subject-specific and portfolio advising. This gives you the chance to discuss your work with a member of the department before applying. Academic advising generally takes place from November to February. To register and arrange an appointment, please contact Sonja Zenker.

We look forward to receiving your application!

KEY CON TACTS

Academic Advising

Annemarie Döpfer

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Nora Naujoks

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WhatsApp (only text)

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Open Office Hours

Thu 10:00 am – 12:00 pm

and by appointment

Zollverein World Heritage Campus

Quartier Nord, Room 1.08

Portfolio Advising Appointments

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Images
Data
Words
Spaces
Interfaces