



BACHELOR OF ARTS Graphic Design & Visual Communication



“Whitecliffe is the perfect environment full of driven, curious people who pushed me to stretch, reflect, and grow, both creatively and personally. I learned so much here, not just about design, but about myself too.”

—Mariia Orr, 2025
Graduate, BA Graphic Design
& Visual Communication



Language

English



Degree

Bachelor of Arts (BA)



Location

Berlin-Charlottenburg



Start

October



Duration

3 years / 6 semesters



Credits

180 ECTS

BA GRAPHIC DESIGN & VISUAL COMMUNICATION



Detailed
Study Plan

Why Study at Whitecliffe University of Applied Sciences?

Whitecliffe offers a state-recognized, globally accredited education in the heart of Europe. With an international campus, English-taught programs, and strong industry connections, students gain practical experience in a personalized learning environment.

Small classes, innovative teaching, and strong career outcomes prepare graduates for successful global careers.

Develop Design Skills and Create Work That Matters

The BA Graphic Design & Visual Communication program enables graduates to contribute impactful design work to today's fast-changing world. Students build **strong skills in typography, image-making, design principles, app design, and creative coding, with electives to shape their own path.**

Through individual and collaborative projects, students create posters, books, websites, brand identities, campaigns, and interactive installations. Guided by international faculty, they learn to design responsibly for social causes, sustainable businesses, and future challenges.

Teaching Methods

Students develop **strategic thinking** and intercultural perspectives through **applied learning**, using prototyping to create, test, and refine ideas. Projects range from experimental exploration to client-driven solutions.

Working individually and in teams, students build technical and **creative problem-solving skills** in a supportive, inclusive environment. Interdisciplinary collaborations with peers from other programs prepare them to deliver **real solutions for real clients** — and for today's creative industries.

Career Opportunities

A career in graphic design and visual communication combines creativity, technology, and strategic problem-solving. Visual designers are in demand in digital transformation, sustainable business, and social impact communication.

Graduates work in brand identity, publishing (digital, print, interactive), NGOs and social initiatives, creative agencies and strategic design, UX and human-centered AI, marketing and content creation, motion graphics, sustainable design, and in museums, galleries, and new media art collectives.



If you have any questions, our
Student Affairs and Admissions
Teams are happy to help!

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