

# COMMUNICATION

TILBURG - MINOR GRAPHIC DESIGN  
2023-2024



> FOR SOCIETY



**WELCOME TO FONTYS UNIVERSITY OF APPLIED  
SCIENCES. WE ARE HAPPY THAT YOU HAVE TAKEN  
AN INTEREST IN THE MINOR GRAPHIC DESIGN!**

Graphic design is the most pervasive art in our world today. It is spread throughout the branches of almost every entity in our lives. Take a look at the logo of your favorite jeans, the website you are browsing or the advertising signs you pass by while traveling. Graphic design is meant to beautify, to solve problems of communication, to create awareness, to inform, to inspire and to entertain. Simply put: graphic design touches everything we see and do. It is the art of visualizing ideas.

The Graphic Design minor at Fontys Marketing and Communication is a blend of communication studies and liberal arts education with a balanced focus on conceptual, creative and technical skills. You will shape stories and messages that are creative and thought provoking, but also well researched and well executed. The minor in graphic design provides the necessary skill set needed in visual communication and the tools to contribute and work with marketing campaigns and creative professionals. Interdisciplinary courses in communication and art will help you develop your ability to verbalize creative ideas on a variety of platforms.



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# CONCEPT



Fontys Marketing and Communication provides a five-month international minor designed for Dutch, Erasmus and other foreign students. The minor is a total package of 30 ECTS in lectures, workshops, individual studies and a practice period, examined by an assessment, portfolio or an exhibition. Minimum level required is English CEF B2.

## PROGRAMME

The programme offers you many ways to build an impressive portfolio, as you will be working on design projects for actual organizations. The minor in Graphic Design requires 4 days of study/work a week (inspiration sessions, project work, skills labs, coaching, field trips, design conference) and will supplement majors from communication, marketing, computer science, business and other fields. The learning outcomes will support your main area of study and career goals.

### Programme Learning Outcomes

1. **Critical Thinking & Context** - The ability to describe, analyze, problematize, position and criticize visual art and graphic design.
2. **Concept & Creative Process** - The skill to translate abstract concepts and ideas visually and apply high technical standards in design, in print and on the web.
3. **Creating Capacity** - The skill to understand and apply high technical standards in design, photography and typography, in print and on the web.
4. **Presentation & Persuasion** - The skill to communicate with clients, graphic designers, advertising professionals, web designers and printers.
5. **Professional Practice** - The ability to demonstrate the professional awareness and preparation necessary to enter the design workspace.

### Programme structure

The programme consists of 30 credits (ECTS), equivalent to 840 hours of study, divided into three units:

1. **Commercial (15 ECTS)** – You will be working (individually and in teams) on design projects for actual organizations. Acquisition, briefings, brainstorming, design, project management, pitching and billing are part of this unit. The money that is earned can be used for a study trip. All projects, including the creative and business processes, will be bundled in a process book.
2. **Conceptual (13 ECTS)** – You will be working on a personal design project within the theme Design for Good. You will create your own story and choose your own visuals to tell that story. Your project will be showcased in an exhibition. The creative process will be documented in a concept guide.
3. **Graphic Journey (2 ECTS)** – In this project you'll show your own graphic journey. What are your graphic learning goals, how will you work on these and what skills do you hope to master at the end of the minor? These are questions you have to think about. You record your journey in a document to your liking and at the end of the minor you have a conversation about your journey with the coaches.

### Study trip

You will have the opportunity to travel with us to a Graphic Design convention\*. For example: in 2023 we visited OFFF Barcelona, one of the world's most inspirational conferences for the design and creative industries. Speakers are key disruptors and influencers in their field driving everything from huge global campaigns to inspiring personal projects.

\*Disclaimer: the study trip is subject to reservation due to availability, financial reasons or other unforeseen circumstances.

### Admission

Applications should always be submitted via the International Exchange (or Erasmus) Officer at the home university. We would like to receive a motivational letter in which the following questions will be answered:

- Who are you?
- Why are you applying for Graphic Design?
- What do you want to learn during the programme?
- Could you rate your own design skills?

Due to the limited number of places available for exchange students for the programme Graphic Design, a selection will be done after the application deadline. Students will be informed of their acceptance or refusal within two weeks after the deadline.

