

I WANT TO  
BE THE BEST  
F#####  
DESIGNER

PROGRAMM  
**COMMUNICATION DESIGN [EN]**

HAMBURG



JAMES BROWN MUSICIAN LEGEND

# LADIES & GENTLEMEN IT'S STAR TIME

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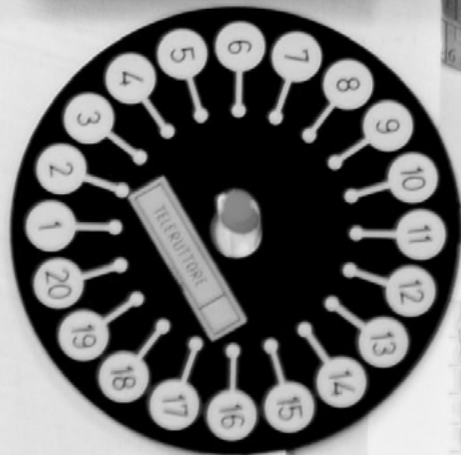
### OUR CAMPUS

A Creative Place



DEREK PARKER WRITER

# DESIGN IS A JOURNEY OF DISCOVERY



## HTK. A CREATIVE PLACE.

Welcome to the htk academy! Established in 1987, the htk academy educates worldclass designers, both in Germany and online. Our lecturers are experts in graphic design, illustration and art: together we can help you achieve a solid foundation in graphic design and learn the key skills you need as a designer. You will become an expert in one of the most interesting and versatile industries of our time: **Communication Design!** With its various facets, it is the perfect opportunity to express yourself creatively.

Brand Design creates unforgettable brands, Motion Design & Film bring stories to life, Editorial Design

combines typography and visuals into magazines or books, furthermore every app and website needs a clean UI/UX design – and there is so much more to

discover and learn!

Let's find out together where your creative path will take you. In six semesters we will show you a wide range of possibilities!



A creative journey begins with a first step...

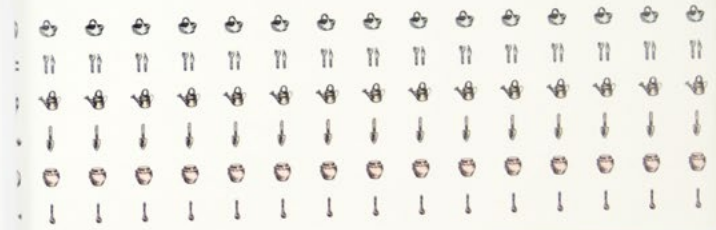
Anthony Keffel  
Academic Director

Inaugurazione  
Sabato 9 maggio ore 17  
Mariano Comense  
organizzazione e progetto a cura di  
Gallery Sweet Gallery Outdoor

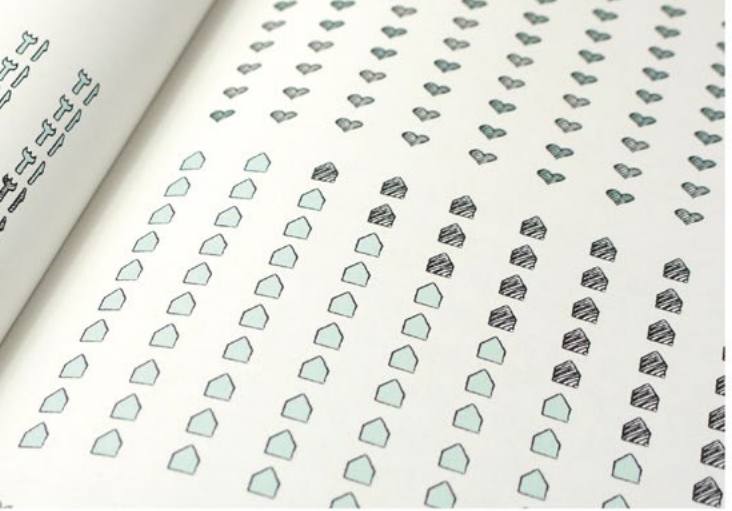
ERNTE!

ANNE FREIN VON ERHARDT

*Ernte Zahlen & Fakten! Ernte in der Stadt!  
Ernte haltbar machen.*



Anne Frein von Erhardt  
Final Exam „ERNTE“





DESIGN IS  
SO SIMPLE.  
THAT'S WHY IT'S  
SO COMPLICATED.

## OUR TEACHING CONTENT

**BRANDING, PACKAGING DESIGN, TYPOGRAPHY, 3D MODELLING, CORPORATE DESIGN, UI/UX DESIGN, MOTION GRAPHICS & MORE – ALL THIS AND MUCH MUCH MORE IS COMMUNICATION DESIGN ONLINE!**

Your course plan builds systematically – from art and design theory, principles and software training to the finished design projects. With a maximum class size of 24 participants, there is sufficient time for individual feedback and support.

From the fourth semester on, you will produce for your portfolio – which you will later use to apply for a job. Exciting projects and subjects open up new possibilities and perspectives! Get creative and learn about all facets of the creative industry.

(CURRICULUM EXAMPLE, SUBJECT TO CHANGE)

### SEMESTER 1

Art & Form // Adobe Illustrator // Design Basics  
Adobe InDesign // Art History // Photography

### SEMESTER 2

Typography // Adobe Photoshop // Layout  
Corporate Design // Creativity & Ideas

### SEMESTER 3

Corporate Design Advanced // Motion Graphics  
Typography Advanced // Campaign // Editorial Design

### SEMESTER 4 & 5

UI/UX Design // Independent Magazine  
Motion Graphics Advanced // Brand Design  
Packaging Design // UI/UX Design Advanced  
Annual Report // 3D Modeling // Campaign Advanced  
Packaging Design Advanced

### SEMESTER 6

Portfolio Check // Job & Freelance // Strategy  
Final Exam



Manuel Friese  
Intermediate exam „ACAIRAM BAR“







## LEARNING WITH PROS

Experienced and award-winning lecturers from agencies, publishers and the private sector teach at htk academy. Thanks to their extensive professional experience, they will introduce you to the profession step by step. You can look forward to practical lessons with a real-life focus!

### REAL CUSTOMERS

Due to the longstanding and excellent contacts of our instructors, it is possible to integrate real assignments into the lessons and thus come into contact with „real“ customers.

In these projects you can bring out everything you have, because we give you the opportunity to show yourself in front of potential clients. Here are a few companies we have already worked with:

Audi, Coca Cola, Airbnb, Dr. Oetker, MTV Comedy Central, Hard Rock Cafe, Kraft Foods, LEA Award, RICOH...

### COMPETITIONS

Regular participation in the renowned competitions in the industry are of course also part of everyday life at htk. As a winner at the well-known German ADC competition (Art Directors Club), for example, it will be much easier to find a job after you graduate.



Michael Ullrich  
Art Director Digital & Print  
htk Alumni

» *My final project was honored by the Art Directors Club Germany with the highest possible national award: "Golden Nail" and "ADC Talent of the Year". I understood what makes a good idea and how to implement it. I learned both at the htk.* «



OPEN UP



SUPFACT HAMBURG  
INFO@SUPFACT.COM  
SUPFACT.COM  
INDUSTRIESTRASSE 15  
21107 HAMBURG

Marlene Menze  
Final Exam „SUPFACT“





DON DRAPER MAD MAN SERIES

**MAKE IT  
SIMPLE,  
BUT  
SIGNIFICANT.**



## JOIN THE ACADEMY

**OUR CAMPUS SEMESTERS START ON 1<sup>st</sup> OF MARCH AND 1<sup>st</sup> OF SEPTEMBER OF EACH YEAR.**

In order for us to be able to consider you, your application must reach us at least four weeks before the start of the semester. You can apply to the htk academy a maximum of one year in advance.

We look forward to getting to know you and your ideas at an online meeting.

### **STEP 1 - ARE YOU APPROVED?**

For admission to htk you must...

- have achieved at least an intermediate school graduation certificate, a specialised baccalaureate or a high school diploma
- be at least 18 years old
- Certificate of English level (at least B2)

### **STEP 2 - YOUR APPLICATION DOCUMENTS**

Send us an e-mail with your application documents including...

- your CV & a passport photo (digital)
- your last report card & a copy of your ID card

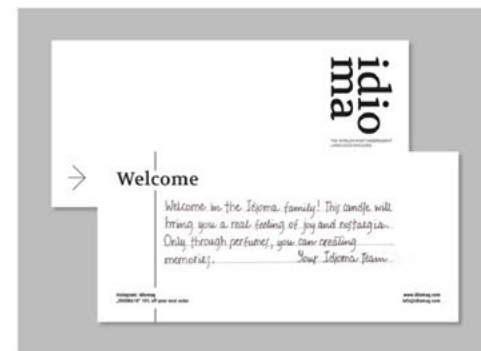
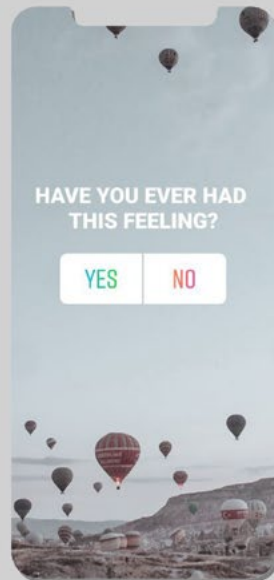
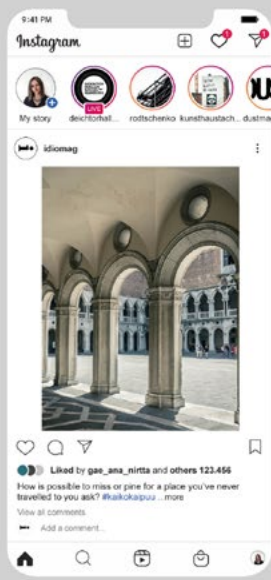
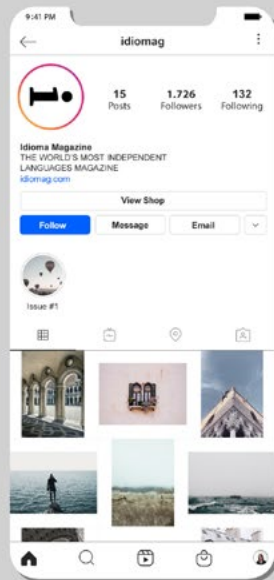
### **STEP 3 - THE CONDITIONS OF ADMISSION**

Present to us online at an agreed Admission date your portfolio with about 10-20 drawings, paintings, sketches & designs - gladly also digital works, videos & photos! It is important that you show us your talent, your creativity, but above all your enthusiasm!

**Do you have any questions or want to learn more about Communication Design at htk academy?**

We are happy to arrange an online meeting with you. Please call or send an email:

+49 (0)30 – 338 595 766 // [admissions@htk.academy](mailto:admissions@htk.academy)





# AN INVESTMENT IN KNOWLEDGE ALWAYS PAYS THE BEST INTEREST

## FACTS

### GRADUATION & TUITION FEES

Upon your graduation, you will receive a certificate in Communication Design. The tuition fee is used to ensure our high quality standard and the necessary equipment.

### 3 YEARS OF STUDY

The duration is 3 years or 6 semesters (standard course duration). The monthly fees start from € 458..

### OUR PARTNERS

After studying at htk academy, students (depending on their qualification) may be eligible to continue their studies at one of our partner universities.



### FUNDING (GERMAN SCHÜLER-BAFÖG)

Foreign students may be able to receive funding for education in Germany. BAföG is actually a grant for German citizens. In some cases, however, it is possible for citizens of the European Union or refugees living in Germany to receive BAföG during their studies.

### EQUIPMENT

You will of course need an own computer (Mac or Windows) with the capacity to run design software such as Adobe Photoshop and videos smoothly. A second monitor screen would be very useful – but is not absolutely necessary. Regarding software, you will be working with the Adobe Creative Cloud – there is an „education license“ available, which comes at a very good value. For the online lessons you will need a good internet connection, as well as a headset or headphones and a microphone for the interactive live sessions. To enable you to access to the virtual class room, the htk academy will provide you with Microsoft Teams – free of cost.







**THINK  
8 HOURS,  
WORK  
2 HOURS**

## CAMPUS HAMBURG

**FOR YOUR OWN CREATIVITY, YOU NEED PLENTY OF SPACE AND INSPIRATION – HTK CAMPUS OFFERS BOTH AND MUCH MORE!**

With our Hamburg campus, we've created a "Creative Place" just as we envisioned it. Over the past few years, an urban district has emerged on the historic grounds of the former gasworks: a unique blend of modernity and the charm of Hamburg's Gründerzeit (founding era), surrounded by agencies, companies, and even the renowned Gastwerk Design Hotel.

### THE CAMPUS

Light-filled rooms with an industrial loft vibe create a real agency atmosphere, inspiring creativity. Photography studios, working spaces, computer labs, a gaming room, a large auditorium, a student pantry, and not to forget the ever-popular foosball table, all contribute to a successful and exciting time studying here.

Our campus is also only two S-Bahn stations away from Hamburg-Altona, the heart of Hamburg's creative scene. From there, it's just a few minutes to the Elbstrand beach, the lively Schanzenviertel, or the famous Reeperbahn.

### MEDIA CITY HAMBURG

Hamburg is Germany's leading city in the media sector. Known as the "creative capital," Hamburg consistently ranks at the top in national and international competitions with its agencies, studios, and publishers. It's the ideal place to kickstart a successful career in the German creative industry right after completing your studies.

**Do you have any questions or want to learn more about our online programs at htk academy?**

We are happy to arrange an online meeting with you:  
**+49 (0)30 – 338 539 766 // [admissions@htk.academy](mailto:admissions@htk.academy)**



## BASKERVILLE

HEADLINE (G 44 pt - LW 100)

NA Baskerville  
LA UK  
JA 1757  
KI Serif 1 B, Antique  
OE Letterpress  
DE John Baskerville  
NE John Baskerville

ANLEIHER  
Carmen 1729  
Mia Stern 1996

SCHRIFTSCHRITTE  
Regular  
Italic  
SemiBold  
SemiBold Italic  
Bold  
Bold Italic

Hallo. Ich bin ein kleiner Blindtext.

Hallo. Ich bin ein kleiner Blindtext. Und zwar schon so lange ich denken kann. Es war nicht leicht zu verstehen, was es bedeutet, ein blinder Text zu sein. Man ergibt keinen Sinn. Wirklich keinen Sinn. Man wird zusammengehöriges eingeschoben und rumgedreht - und oftmals gar nicht erst gelesen.

Aber bin ich allein deshalb ein schlechterer Text als andere? Na gut, ich werde nie in den Bestsellerlisten stehen. Aber andere Texte schaffen das auch nicht. Und darum stört es mich nicht besonders blind zu sein. Und selbst für diese Zeiten noch immer lesen, so habe ich als kleiner Blindtext etwas geschafft, wozu all die richtigen.

HEADLINE (G 21 pt - ZAB 24 pt - LW 200) BODY (G 10 pt - ZAB 11,5 pt - LW 200)

GLYPHENSATZ

Aa Ee " " >>  
Bb Cc Dd Ff Gg Ii Jj Kk Ll 0 1 2 3 4 5 6 7 8 9  
Mm Nn Oo Pp Qq / \ | . , ; : < = + >  
Rr Ss Tt Uu Vv [ ] { } ^ \_ ' ~ \* ~  
Ww Xx Yy Zz " ' < > - - - - - . . . . .

f P B M V D d Y y U U K K  
n l j j a a b b c c

- IX -

BASKERVILLE | SERIF



## CIRCE SLAB A

HEADLINE (G 41 pt - LW 80)

NA Circe Slab A  
LA Russland  
JA 2018  
KI Serif 1 Eggentime  
OE Digital  
DE Alexandra Korkhova  
NE Pausen

ZUSCHREIBEN  
Platzstil Serif 2003  
Quadrat 2018  
Corporate Slab 2020

SCHRIFTSCHRITTE  
Hartline  
Thin  
Uppright  
Kerning  
Light  
Regular  
Medium

GOOD TO KNOW  
Kerning  
Medium  
Tabular  
Tabular

Hallo. Ich bin ein kleiner Blindtext.

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HEADLINE (G 19 pt - ZAB 24 pt - LW 200) BODY (G 7,5 pt - ZAB 11,5 pt - LW 200)

GLYPHENSATZ

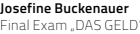
Aa Ee " " >>  
Bb Cc Dd Ff Gg Ii Jj Kk Ll 0 1 2 3 4 5 6 7 8 9  
Mm Nn Oo Pp Qq / \ | . , ; : < = + >  
Rr Ss Tt Uu Vv [ ] { } ^ \_ ' ~ \* ~  
Ww Xx Yy Zz " ' < > - - - - - . . . . .

@ & M D € gg fl kk  
AA QQ T Y Y MM

- XXV -

CIRCE SLAB A | SERIF









Nimalan Suntharalingam  
Final Exam „AMMAS CURRY“







# htk academy<sup>1</sup>

## **HTK ACADEMY**

Paul-Deessau-Straße 8  
22761 Hamburg

+49 (0)30 - 338 539 766  
admissions@htk.academy  
www.htk.academy