

The University of Applied Sciences and Arts
Northwestern Switzerland FHNW:

- School of Applied Psychology
- School of Architecture, Civil Engineering and Geomatics
- Academy of Art and Design
- School of Business
- School of Engineering
- School of Life Sciences
- Academy of Music
- School of Social Work
- School of Teacher Education

University of Applied Sciences and Arts
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**International Study at the
University of Applied Sciences and Arts
Northwestern Switzerland FHNW**

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Welcome to the University of Applied Sciences and Arts Northwestern Switzerland FHNW

Thank you for your interest in the University of Applied Sciences and Arts Northwestern Switzerland FHNW. This brochure and the corresponding website www.fhnw.ch are excellent starting points to learn more about our University. The FHNW is one of the leading institutions in the country. It has nine Schools: Schools of Applied Psychology; Architecture, Civil Engineering and Geomatics; Art and Design; Music; Business; Teacher Education; Engineering; Life Sciences; and Social Work.

Our Schools are based in key locations, which are directly linked with neighbouring Swiss and international companies. This local influence supports the vital role of research and practice at the FHNW. It is also mirrored in all our courses and programmes, where interdisciplinarity is considered of major importance. Consequently, project- and process-based learning complements traditional lectures to a considerable extent. We offer our approximately 9'000 students highly individualised programmes, allowing students to choose from a wide range of disciplinary curricula or to select specific classes from our nine faculties.

Application-oriented research and development occupies a particularly strong strategic position at the FHNW. We undertake research projects with partners in the wider economy and with other higher education institutions in Switzerland and abroad. Our research activities are aimed at facilitating knowledge transfer between higher education and the wider economy.

At the FHNW, we attach great importance to innovation, interdisciplinary collaboration, international partnerships, and a cooperative atmosphere – for the benefit of our administrative staff, teaching faculty, and students alike.

I warmly welcome you to the University of Applied Sciences and Arts Northwestern Switzerland FHNW!

Prof. Dr. Ruedi Nützi
Deputy Director FHNW and Director School of Business



Olten Campus



Brugg-Windisch Campus



The Orangerie, Basel



Basel Campus



Muttenz Campus



Basel Campus

Academy of Art and Design FHNW

Art and design are driving forces in cultural innovation. Studying, researching, teaching and acting in art and design create a realm of constant transformation, dialogue and reflection on societal change – be it structurally, as a reaction to current topics, or be it generally in the socio-cultural atmosphere of society.

The Academy of Art and Design FHNW sees itself as a place of contemporary culture that fosters creativity and innovation through reflection and practice. Through societal discourse in a procedural way, the School also promotes the coexistence and integration of theory and practice.

The ability to synthesize complex data, individual impressions, attitudes and reactions or proposals into new systems is characteristic for art and design.

Students' projects do not solely follow the rules and methods of singular scientific disciplines. They acquire a profound insight and discernment, enable a well-grounded understanding, unfold optimized search methods and here by create aesthetic design based on reflected action. This mindset is developed, formed, analyzed and strengthened through dialogue between students and instructors. In this respect, it is crucial to be engaged individually and in teams.

Art and design are initiators of important development processes and creators of new ways of thinking and acting in the areas of social relevance. It is thus essential to constantly develop, evaluate and renew appropriate course content and teaching methods in the field of higher arts education.

Studying at the Academy in Basel nurtures both individual artistic development and expression and the capacity to generate society-responsible activities.



Visual Communication

Visual communication entails the production of images for everyday use. It utilises existing production channels and is involved in the deployment of the latest technological aids. Resulting products include posters, books, newspapers, texts, images, video trailers, websites, software interfaces and multimediality. The course additionally offers three specialisms: interaction, image and typography. The course teaches students how to draft images, analyse and reflect on their effect, and realise communication products in the field of printed and new media.

Interior Design and Scenography

A course at the boundary between architecture, exhibition, performance, installation and event: the education centres on the interaction with space, probing its possibilities and designing its interior. The curriculum ranges from the sculptural appearance and design of furniture objects and interiors all the way to the design of exhibitions and scenographic sets, urbanscapes and landscapes. Students learn to view design as a holistic process and as interactions and communication between people and objects within spaces.

Fashion-Design

This course aims to turn out freelance fashion designers. This calls for high levels of professional expertise to be concentrated and combined within that one individual. The course focuses on the methods and processes involved in the production of drafts and outline drawings, and on the realisation and professional presentation of the garments. It encourages the student to adopt a clear stance, which views independent clothes design as a complex process of creation involving art and design, capable of conveying this as compelling fashion.

Industrial Design

The course revolves around the design of products destined for industrial series manufacturing; this involves a target-oriented, creative and interdisciplinary process of development. Designed products also embody intentions and meanings: they model work processes and strategies for action.

The core skill implicated here concerns the creative, problem-oriented design process, which also involves communicative and representational abilities in the form of drawing, modelling and virtual simulation. Accordingly, the course teaches the conceptual, methodological and mechanical skills needed for the design process, and empowers the student to work on his or her own engineering designs.

HyperWerk Institute for Postindustrial Design

HyperWerk, an interdisciplinary and project-oriented environment, is where tools and processes for post-industrial relationships are designed, tested and marketed. It provides a setting for the development of solution strategies that deal creatively with technological-societal events. HyperWerk represents a laboratory situation, in which the output of the students, their individual perceptions, skills, criticisms and experiences, can inform a unique type of research into the forms, contents and means of a knowledge society to which everyone can contribute. The learning focuses on process design and interaction leadership.

Fine Arts

The course offering encompasses both classic art disciplines and contemporary interactive media, and aims to turn out freelance artists.

The course is multimedial in character and provides access to a variety of artistic means of expression, thus enabling the formation of personal artistic positions. A major part of the training involves unstructured artistic work in the studio, guidance for which is provided throughout the course by means of an art forum.

Art and Design Education

This course imparts an art and design training and specialises in the communication and interpretation of art and design to schools and society at large. Involving pedagogical and practice-oriented input from the School of Teacher Education FHNW, the course forms a branch of higher teacher-training education.

Contact

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