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SRH Berlin University of Applied Sciences
Berlin School of Design and Communication

**User Experience Design
and Content Creation | B.A.**

Our Unique Curriculum for You

Learn how to use design and technology to create impactful digital experiences. Analyse user needs and apply user-centric design to develop a range of digital products. Apart from strengthening your UX design expertise, you also understand how to create high-quality content. Thanks to the many projects and your internship or study abroad experience, you can apply your new knowledge and train your soft skills.

Competencies and Curriculum

- User, Customer and Human Experience Design
- User Interface & Frontend Design
- Prototyping and Test Methods
- Human-Machine Interaction & Service Design
- Virtual, Augmented and Mixed Reality
- Content Creation & Digital Storytelling
- Market Research & Business Intelligence

Competence Development



Semester 1

Foundations of Design I
Foundations of Design II
Project Management UX
Communication Sciences
Project I | Principles of Human-Machine Interaction
Design Elective

Semester 2

Human-Machine Interaction Technology I
Service Design + Information Psychology
Usability Engineering + Testing
Media Sciences
Project II | Creative Strategies and Digital Story Telling
Design Elective

Semester 3

Market Research + Media Management
Digital Brand Design I
Digital Brand Design II
Consumer Experience Design (CX) Workshop
Project III | Brand Experience
Design Elective

Semester 4

Content Creation I (Social Media)
Content Creation II (Video, Audio, Podcast)
Personal Branding + Self Management
Lab Project
Project IV | Human Experience Design (Free Project)
Design Elective

Semester 5

Internship or Study Abroad semester
Free Project | User Experience Design

Semester 6

Human-Machine Interaction Technology II
Game Design I
Interactive Environment / Spatial Design I for VR / AR / MR
Interactive Environment / Spatial Design II for VR / AR / MR
Implications of Artificial Intelligence + Future Studies
Design Elective

Semester 7

Business Intelligence
Entrepreneurship & Media Law - Design
Preparation B.A. Thesis / Next Generation Development
Scientific Colloquium
BA Thesis | User Experience Design

Your Future Career

The program equips you with the skills needed for UX design, content creation, and self-development. It opens doors to career opportunities in digital art, video editing, and motion design. As a graduate, you can pursue roles such as UI/UX designer, art director, media producer, and more, while maintaining cultural sensitivity.

Your Success Is Our Mission

- State-accredited programmes recognised worldwide
- Practical approach through internships, case studies, field trips
- Unique competence-based teaching concept: CORE
- Interactive, fun learning centred on individual support
- Personal guidance by our Career Service
- "Customise your studies" exclusive offer
- Partner universities for exchange semesters abroad
- Open, international environment

Financing Your Studies

- EU students have access to 100% financing via "Study Now, Pay Later", solidarity-based initiatives designed to allow equal opportunities for all. Reimbursement starts after graduation and reaching a minimum income threshold.
- Non-EU students can take advantage of student loans/scholarships in their home country.
- Remarkable students may be considered for our Scholarship Programme and win up to 50% off their year 1 tuition fees.

Key Facts and Figures

Start

April and October

Duration

3.5 years

Mode

Full time

Credits

210 ECTS

Degree

Bachelor of Arts

Language

English

Tuition Fees

EU: €690 per month

Non-EU: €4,725 per semester

CORE Principle

Find all information on our CORE Principle here:

www.srh-berlin.de/en/core

"The thrilling topic of UX design has finally arrived in Germany and is more important than ever in today's digital world."



Alex Schmidt

Alumni

Our Berlin-Based Bachelor's Programme for Creative Minds

Berlin School of Design and Communication

Located in Kreuzberg, the Berlin School of Design and Communication focuses on competence-oriented teaching, visionary project collaborations and close exchange with partners in the creative industry.

We specialise in various disciplines such as photography, film, illustration, social design, digital product development, and marketing communication.

Experience the Berlin way of life while working with our lecturers on developing valuable skills for your future in the creative industry!

Entry Requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- Proof of English proficiency (detailed information on our website)
- Curriculum vitae
- Copy of your passport/ID

**Any questions?
We're happy to help out.
Email us or give us a call.**

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www.srh-berlin.de/en

Find out more!

Get additional information about the programme and on how to apply.

