

For foreign readers

Introduction

Welcome to Willem de Kooning Academy for Art, Media & Design in Rotterdam, part of Hogeschool Rotterdam (Rotterdam University for Professional Education). The Academy offers BA courses in Fine Art and in a wide range of Media- and Design-related fields; there is also a course for Art and Design Teacher Training. For a complete list of courses and detailed descriptions see below. Further to these BA courses, Willem de Kooning Academy offers three advanced courses at MA level via its affiliate, the Piet Zwart Institute: Fine Art, Retail Design and Media Design. An advanced course in Education in Art is set to commence in September 2006.

Willem de Kooning Academy ranks among the three leading academies of art in the Netherlands and is a respected member of various prestigious international networks. All courses are aimed at offering a high level of professional competencies, while at the same time stressing development of your conceptual skills and personal creative talents. Members of the faculty are also professionals active in the Dutch visual art and design world – acclaimed worldwide as innovative, experimental and refreshingly original. At the Willem de Kooning Academy, you will be able to work with state-of-the-art equipment, right in the city centre of Rotterdam, the Netherlands' youngest, most vibrant and most international city.

Willem de Kooning Academy also operates at an international level. Besides organising exchange programmes for its own students, the Academy has been welcoming foreign students from a wide range of countries since 1978. Alongside Dutch, English has become a second language at the Academy.

If you are considering joining the community of international students at Willem de Kooning Academy, there are basically three options open to you:

1. applying for a term as an exchange student in one of the BA courses (see procedures below)
2. applying for a 4-year BA course in 8 semesters (see procedures below)
3. applying for an MA course at the Piet Zwart Institute. You will find detailed information on the three courses at the Piet Zwart Institute's site (www.pzward.wdka.hro.nl). You can request special brochures on each of the courses through DeKOONINGoffice, the Academy's student desk (dko@hro.nl), or contact PZI directly (l.j.drost-robbins@hro.nl) – all these contact points can also provide information about the admission procedures for these advanced study programmes.

1. Applying for a term as an exchange student on one of the BA courses

If you are a student at a school that participates in Willem de Kooning Academy's international network, you can apply for an exchange to attend any of the courses. Generally speaking, you will be enrolled as a student in the 6th or 7th semester for a period of up to 5 months. A curriculum may be adapted to accommodate your personal interests and needs. Courses are mostly taught in Dutch, but no knowledge of Dutch is required because most teachers and students also speak English. However, a good command of English is essential! The Academy will try to help you find suitable lodgings. Because your school participates in the network, no tuition fees need to be paid.

For detailed information on the exchange programme's conditions and procedures please contact the International Affairs Officer at your present school. Please observe June 1st as the deadline for submitting your application.

More detailed information on the Willem de Kooning Academy can be found at the Academy's website: www.wdka.nl. In the English-language section of www.hogeschool-rotterdam.nl you can find a 'Student Support' section. The city's official website is www.rotterdam.nl.

2. Applying for a 4-year BA course

All BA courses have a curriculum of four years, generally running from late August through early July. The course in Fine Art, and the courses in Media and Design all start with an informative foundation programme. This is intended to provide general skills and knowledge, to find out whether higher education in the arts suits your personal strengths, and to provide detailed information about the various professional fields on offer. In short, the foundation year helps you choose the course of study that best suits your interests and strengths. The main phase of the course is in semesters 2, 3 and 4, and is aimed at providing you with all the skills and competencies that are relevant to your future profession in the broad sense. Semesters 5 and 6 offer you the opportunity to follow specialist 'minor' courses that are complementary to your 'major' field, thus allowing you to optimally differentiate yourself in your future professional life. Semester 7 is devoted to an internship with a relevant organisation or company in the Netherlands, or you can opt for an exchange with one of our affiliated schools abroad. During semester 8 you work on creative projects and a theoretical paper as part of the final degree procedure, as well as the accompanying show that concludes a BA course. N.B. The Art and Design Education curriculum has a slightly different structure, in that it offers internships at schools and cultural centres throughout all eight semesters of study. In special cases it is possible to commence the various curricula at an advanced level.

More detailed information on the various curricula and courses of study can be obtained from DeKOONINGoffice, the Academy's student desk (dko@hro.nl).

Courses are mostly taught in Dutch. Even though most teachers and students also speak English, we expect you to learn Dutch during your first year here. For language tuition we can refer you to the local Zadkine College. Tuition fees for the 2006-2007 academic year have been fixed at € 1,519; it is possible to pay this in instalments. You should also reckon on minimum costs of € 800 per month for lodging and other expenses. Residents from 'EU/EER' countries may be eligible for official scholarships or grants – more detailed information can be found at www.ib-groep.nl, the site of the Informatie Beheer Groep, which is the agency that processes all data on students in the Dutch higher education system. In order to study here you must have an official residence permit – procedures for that involve contacting your local Dutch Embassy and the Immigration and Naturalisation Service (IND). Please check www.nuffic.nl/immigration.

- Admission to the Willem de Kooning Academy at foundation programme level

Step 1

If you intend to apply for admission to the foundation programme of any BA course in Fine Art or Media and Design, or for the Art and Design Teacher Training course at the Willem de Kooning Academy, you should first of all send in the standard application form (request it by e-mail – dko@hro.nl – or download it from www.wdka.nl).

In order to be eligible for any course you must have a secondary school diploma that is equivalent to a Dutch HAVO, VWO or MBO Level 4 diploma. You must therefore get an evaluation of your local diploma. If you fail to meet the educational entry requirements, you may still be invited to an entrance

examination (colloquium doctum). Please contact Hogeschool Rotterdam's Student Information Office (studievoorlichting@hro.nl) for further details on introductory courses or other forms of student support. Foreign students applying for the course in Art and Design Teacher Training will also be tested on their knowledge of the Dutch language, unless they have successfully completed the state examination 'Nederlands als Tweede Taal (NT2) Programma II' – 'Dutch as a Second Language: Level 2'.

Step 2

All applicants wishing to join the Willem de Kooning Academy at the foundation programme level are also subject to intake selection procedures. Admission is based on assessment of a portfolio of prior creative work, documented in high-quality photos if necessary. You will also receive a creative assignment to be completed at home prior to the assessment. All these materials should testify to unwavering motivation, creative and innovative skills, and potential that justifies admission to the course.

The assessment itself may be carried out 'long-distance', with the candidate sending us his or her materials for evaluation and assessment by the Academy's selection committee. The outcome will be reported to you within three weeks of receipt of your portfolio. This procedure is free of charge, except for postage and/or shipping costs. You might also be invited to visit the Academy personally to attend a 20-minute interview with the selection committee, during which you have the opportunity to explain and elucidate your portfolio and the results of the assignment. Again, the outcome will be reported to you within three weeks after the interview. The standard charge for this procedure is € 25.

Step 3

If the outcome of the assessment is positive then you must enter the third phase of the procedure: applying to the Centraal Bureau Aanmelding & Plaatsing (CBAP/National Registration & Allocation Desk) of the Informatie Beheer Groep (IBG/National Office for Data Management of the system for higher education) in Groningen.

a. *using a paper form*: The registration form can be requested online via www.ib-groep.nl. You can also apply with IBG for a registration form by phone at (+31) 50 599 77 55.

b. *online registration*: in addition to the paper-based registration procedure of Hogeschool Rotterdam, it is now also possible to register online at www.hogeschool-rotterdam.nl. The programme that is used for this purpose is called 'Studielink', linking Hogeschool Rotterdam and IBG. With this programme you will be able to register with the Hogeschool and the Informatie Beheer Groep (IBG) in Groningen simultaneously, and also apply for Dutch grants or scholarships (if applicable). You can also register directly at www.studielink.nl.

Please use the following registration codes:
for Hogeschool Rotterdam – code 22 OJ,
plus one of the following codes:
Fine Art – code 39110;
Design – code 39111;
Art and Design Teacher Training – code 39100.

Step 4

IMPORTANT: the first three steps of this procedure may be entered throughout the year, but should be completed by June 1st so that you have sufficient time to complete the 4th step, namely obtaining a valid residence permit for the Netherlands. This process may be rather time-consuming, depending on procedures in your country of origin and the Immigration and Naturalisation Service here.

After successful completion of the intake selection procedure, you are considered 'admissible' to the course. Admission will only take effect when all entry requirements, PLUS attaining a valid residence permit, have been met. The 2006-2007 academic year starts in week 35 of 2006.

- *Admission to Willem de Kooning Academy at an advanced level of the curriculum*
In some cases it is possible to skip the foundation programme. For instance, if you have recently enjoyed previous art training you may apply for advanced entry to the 'main phase' of the course directly. You still need to go through Steps 1 and 2 of the application procedure – the application form and the intake selection. Step 3 – central registration at the CBAP in Groningen – is not necessary in this case; the registration process will be performed automatically by the DeKOONINGoffice, the Academy's student desk. You do, of course, need to complete step 4 – obtaining a valid residence permit for the Netherlands.

On successful completion of the intake selection procedure, you are considered 'admissible' to the course. Admission will only take effect when all entry requirements, PLUS a residence permit, have been met. The 2006-2007 academic year starts in week 35 of 2006.

Description of courses

Fine Art

Fine Art: the profession

Fine art has changed radically over the last decade as regards medium, method and material. Dividing lines have become blurred: between the arts, between 'high art' and 'low culture', between art and technology, information or entertainment. Personal expression is still the point of departure, but artists find their bearings in art theory, philosophy, science, design, mass media and commerce as well. They push back boundaries and define their own fields of interest. In the global visual culture you constantly have to take your position as regards current developments into account. Creating imagery is not the prerogative of artists, but only they know best how to personalize it and use it to their own ends.

Course: Fine Art

The program is not divided into disciplines. The development of ideas is central, with considerable emphasis on new media. Students work according to a personal artistic plan that in terms of content, structure and progress is drawn up in consultation with their instructors. Students are expected to develop a feeling for tradition as well as the courage to experiment. A study environment such as the StadsLab (CityLab) is very practical, involving the study of subjects concerning art in public space across a wide range of interdisciplinary projects in association with local cultural organizations. For international experience, you can sign up for an exchange program, to Berlin, Paris or Tokyo, for example. Some students continue their studies by taking the MA in Fine Art program at the Piet Zwart Institute.

Design 1: 2D Visual Communication

Graphic Design: the profession

Graphic design is about giving order and form to information, for brochures, house styles or images for the web, for example. You often work on assignments; it is about giving the key message a new 'look' and a new meaning. You must have good insight and a feeling for the flat surface/2D composition, as well as visual and traditional precision. You should be able to work as part of a team and you also need an understanding of communication processes: you must be critical and analytical and generate your own ideas.

Course: Graphic Design

The course starts with a broad basis in Visual Communication, which at first partly parallels Advertising. For example, students practice image development, design methodology, typography, creative marketing and the relevant software. In addition to this there are graphic components such as graphic design and screen design. Looking for new insights for the field is considered an essential competency. During project weeks students work between departments with students from for example Audiovisual Design, Fashion or Interior Design. At the AdCom studio, students work on commercial assignments that are offered to the Academy. In your 5th semester you choose a minor for further specialization. Your internship broadens your expertise in your field, and you can participate in the exchange program, to Bristol, Lucerne or Oporto, for example.

Advertising: the profession

Many creative disciplines work together in the relatively young and international field of advertising to put brands, both big and small, on the market. As an art director you are a pivotal lynchpin, the link between client and the creative world. You must understand and have insight into and a feeling for all the (subsidiary) fields, be able to communicate with and interest all types of people and have a feeling for marketing and current trends in the arts and society. You need these skills to develop your concepts for commercial campaigns in image, word (print) and digital media.

Course: Advertising

The course starts with a broad basis in visual communication, which at first partly parallels Graphic Design. For example, students are trained in image development, design methodology, typography, creative marketing and the relevant software. In addition there are components such as Advertising, concept, image processing and art direction geared specifically to a professional in the field of advertising. Design projects are taken from the professional field: ranging from campaigns for Colgate toothpaste to Diesel fashion. In your 5th semester you choose a minor for further specialization. For international experience you can sign up for an exchange program to, for example, London, New York or Sydney.

Illustration: the profession

The term 'illustration' is somewhat misleading – as though it is only used in conjunction with a text. 'Image-making' is a much better term. Illustrators make an important contribution to our image-dominated communication culture. If you search websites or watch video clips, look at posters and screens, you are confronted with amazing diversity. Illustrators make images for T-shirts, stickers and skateboards, for booklets and magazines as well as for 'mini games', flyers and comic strips, and of course for television.

Course: Illustration

This course of study not only helps you to explore image-making strategies, but also teaches you the necessary skills: traditional ones like drawing and painting as well as digital techniques. You learn to work from given contents and practical assignments; you learn to develop more and more of your own ideas. Project weeks offer the opportunity for interdisciplinary work. You specialize in one of the minor-courses. Project weeks offer the opportunity for interdisciplinary work. For international experience you can sign up for an exchange program to Lucerne, Boston, New York or Tokyo.

Design 2: '4D' design

General Animation: profession

Animation literally means injecting life into something lifeless. You make films (of varying length) using traditional 2D techniques or 3D computer techniques. The range of applications is broad: from fairly autonomous products to assignments for different platforms and media: think of modern-day products like games, leaders and 'idents' for TV, and web animations. As an animator you could be responsible for the total development process: from concept through script and scenario to storyboard, the actual production and the planning.

Course: Animation

You learn how to develop personal concepts and signatory style. To this end you study drawing, specific animation software applications

and narrative techniques. In addition, you also learn about scenario, storyboard making and cultural context. This leads to the production of your own feature animation film. You specialize through one of the minor courses. Students can gain interdisciplinary skills during project weeks. Recent examples include 'Storyboard', facilitated by one of the leading specialists in the international field, and 'Games'. Each year you visit the prominent Festival International du Film d'Animation in Annecy (France). There is also the opportunity to study abroad via the exchange program, in London, Berlin or Boston, for example.

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Comment: Same as above.

Audiovisual Design: the profession

The moving image is everywhere in our daily life: on television productions, video works, clips, documentaries, commercials and websites. Technological progress and developments in society have made the AV image more and more 'personal'. AV imagery is increasingly used as an autonomous artistic medium, or as a substantial aspect of theatre performances or music events. As an audiovisual designer you make independent AV productions, making your mark on both the content and the final form. You gain a grip on the technical aspects of the field, you are familiar with the necessary equipment and understand how video image and sound work together. You can also get a story across.

Course: Audiovisual Design

By tackling topics such as AV Design, scenario, sound, AV techniques, production and software you eventually arrive at the core of the AV field: filmed narrative. You learn to design entire productions on your own and/or to function as a director. This is why both the production side and (especially) the artistic side are the focus point: you analyze assignments and develop personal, original concepts. You study one of the department's minors to specialize. Visits to festivals or events in your field, such as the International Film Festival Rotterdam and Rotterdam's Dutch Electronic Art Festival (DEAF), add even greater depth to your studies. Internships are offered at prestigious Dutch AV companies. International orientation may be gained by participating in an exchange program to, for example, Berlin, Bristol or Tokyo.

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Comment: Same as above.

Interactive Multimedia: the profession

Interactivity and multimediality are characteristic of the digital platform. You can communicate interactively with the web and other data carriers, but these days also with many other devices such as your cell-phone or your washing machine. And, unlike traditional platforms, neither the process nor its outcome is fixed – it is 'non-linear'. Multimediality is the mix of stationary *and* movement *and* sound. This presents us with completely new challenges and new opportunities for experimentation. Borders between existing design disciplines are becoming blurred, and you give new depth to creative training.

Course: Interactive Multimedia

Forming ideas and experimenting with technical innovations are central to the course: it deals with innovative imagery and visionary applications. Students develop their expressive skills in relation to the Fine Art department and the various design disciplines. In addition, they attend lectures on, for example, interactive systems, programming and

media theory. Students are encouraged to connect intrinsically with technical issues. You specialize through one of the minor courses. Students regularly contribute to DEAF, the biennial Rotterdam-based international and interdisciplinary Dutch Electronic Art Festival that showcases crossovers between art, technology and society. Students may sign up for an internship with a company in the field, or for the international exchange program to, for example, Linz, Edinburgh or Hangzhou. The Piet Zwart Institute offers an MA in Media Design.

Design 3: Product Design – Fashion

Fashion: the profession

In fashion design, after 'haute couture', 'prêt à porter' is the most important sector – commercial collections for larger or smaller target groups of consumers who like to communicate their identity in a 'fashionable way'. Fashion designers work from a creative and critical vision of current developments in fashion and society. You must be able to identify trends and anticipate the market. You design actual garments and accessories or conceive concepts for the medium-term.

Course: Fashion

The Academy trains 'the designers behind the labels': students are taught to put their creativity and marketing insight into defining the trends of a client or target group. Designers sometimes create their own 'label'. Central to the course are developing forecasts and converting them into concrete garments and fashion accessories, sample collections or forecast concepts. Students also learn about materials and how they are processed, about communication and the visualization techniques: illustration, photography and digital media. There are interdisciplinary project weeks on for example pattern design or photo styling. You can specialize in one of the minor courses. In order to gain international experience, students can pursue an internship in, for example, Paris, London, New York, Japan or China.

Design – 4: Spatial Design

Interior Architecture: the profession

The interior architect plans, adapts, and furnishes interior spaces. These can be impersonal spaces for shops, restaurants, offices, show stands, exhibitions, etc. or domestic interiors. People should feel comfortable and safe, and experience the proper atmosphere of the space. Together with the client you decide on the functions and charisma of the space. Safety, manageability and hygiene are very important factors; cultural differences should be taken into account as well. Interior architects often work in interdisciplinary teams. Your contribution here: a feeling for space and 'spatiality' and for the significance of form, color and light in this. You must be able to anticipate human behavior and take valid requirements and data into account.

Course: Interior Architecture

Project-based teaching is offered around themes taken from contemporary design practice – examples from previous years include live/work space for Dutch designers, a library for a Rotterdam working class district, and a penthouse in Berlin. Part of the program involves supportive courses in analysis, application of materials, light/color/texture and subject-oriented theory. You specialize by taking one of the minor courses. International orientation may be gained by an exchange program to, for example, Barcelona, Glasgow and Helsinki. Some students continue their studies for an

MA degree: either at the Piet Zwart Institute (Retail & Interior Design), or at the Rotterdam Academy of Architecture and Urban Design.

Design – 5: Style & Identity in Fashion or Spatial Design

Style & Identity: the profession

'Lifestyle' is the image that people project of their private life through the clothes they wear, the gadgets they buy and the way they 'dress' their surroundings. Someone's lifestyle is a signal to others about how they want to be seen and perceived, which group they want to belong to. As a designer concerned with 'Style & Identity' you are an expert on materials and production techniques across a wide range of artistic and cultural fields, as well as on current trends and products. You serve as the intermediary between the supply of products (industry and trade) and end users. As a designer you develop innovative concepts for styling that are applicable in fashion, media, and spatial and product design.

Course: Style & Identity in Fashion or Spatial Design

You develop your ability to conceive innovative styling projects based on your artistic views. You are, of course, up to date with current developments and trends in your field. You learn about basic styles and products, as well as how to recognize them and use them appropriately. This enriches your knowledge of styles and products, of design, of finishing materials and their use, of production techniques, of the market and marketing (identity, brand development and target groups), of trends, and of cultural and social developments. The course studies two specific domains: Style & Identity in Fashion and Style & Identity in Spatial Design. Some of the classes are tailored specifically to one domain; others are common to both. The course focuses on a consecutive series of projects.

Art & Design Teacher Training

The educator in the visual arts teaches drawing, painting and sculpture, but is also skilled in virtual culture with animations, websites and other forms of interactivity. You use them as didactic instrument, and you teach the students to design with and for the media.

Also, you are an important pivot in the school, advising and encouraging students and colleagues to come up with new material. As a communications expert you contribute to educational innovation at the school. In your lessons you teach your students to be open to the language of images and thus develop into self-confident individuals.

Course: Art & Design Teacher Training

As a trainee instructor, you are made aware of your future role as coach – both for intra- and extracurricular activities – in the field of using and developing our contemporary media culture. The course offers integrated thematic education, emphasizing expressive development, didactic skills and theoretical insights. Successful students prove that they have acquired the necessary competencies by creating multidisciplinary projects and a digital portfolio. They can specialize by taking a minor in Art Education in Practice or Art Theory. Students go through a number of internships relevant to their field.

There is an annual project week with trainee Music & Dance instructors. There are active exchange programs with, for example, Lucerne, Helsinki and Baltimore. Students can continue their studies to attain an MA degree in Art Education, which the Academy is offering as of the 2006-2007 academic year in collaboration with Codarts, University of Professional Arts Education (the Rotterdam Conservatoire and Rotterdam Dance Academy).

Minors

In semesters 5 and 6, during your third year of study at the Academy, you choose a minor course alongside your major. The minor courses are offered as a means to make an in-depth study of a specific aspect of your field of study, or to broaden your professional or artistic scope by gaining skills in related fields of study. This means you develop a distinctive profile as an artist.

Your choice of minor should be given careful consideration, bearing in mind your professional ambitions. Your teachers and your tutor will also advise you. You may also opt to follow a minor offered by one of Hogeschool Rotterdam's other faculties. Some of the minor courses at the Academy are open to students from the other faculties. This means you could find yourself studying a minor alongside students from completely different fields of study.

- 3D Computer Graphics*
- Art & the City*
- Art Education in Practice
- Art Theory
- Branding & Packaging*
- Copywriting
- Design for Digital Media
- Editorial Design
- Forecasting & Creative Marketing
- Identity
- Motion Graphics
- Open Studio Projects
- Painting
- Photography
- Products & Concepts

Part-time courses

If you are already professionally active but would like to develop greater professional skill in certain aspects of your work, then part-time study at the Academy might be an attractive option for you. This takes four years and leads to a full HBO (higher vocational education) diploma. Part-time courses at the Willem de Kooning Academy are structured so that they are easy to combine with work. The program requires an average of two evenings and one day per week.

* 'Supradisciplinary' minor-courses. Students from other Hogeschool Rotterdam faculties, may also participate, subject to an assessment to determine their suitability.

The part-time courses in **Interior Architecture** and **Graphic Design/Advertising** are both designed as 'integrated, project-based training'. This means that you work on projects and you are offered courses in discipline-related subjects that are necessary for your project as modules. The projects are structured so that you follow sufficient courses in all the relevant subjects. As with the full-time courses, the first part of your course is a process of familiarization and orientation, followed by wide-ranging professional studies. In the second phase you specialize and develop your personal artistic profile. You conclude your studies with an internship, final exam projects and a theoretical paper.

Broadly speaking, the same applies for the part-time course in **Art & Design Teacher Training**. This course couples theoretical subjects (the history of art and cultural studies, didactics and pedagogy) with the practical aspects of teaching. For the study of art and design disciplines there is a program of workshops. These start out with studio-based tuition and evolve into individual practice aimed at expanding your personal reservoir of visual expressive skills. You work on art and design projects that are geared to the typical professional roles of teachers, ranging from classroom teacher to developer of teaching materials. The periods of teaching practice provide an important testing ground to gauge your practical competencies.

The new part-time course in **Drawing and Graphics** commences in September 2006. This course focuses on drawing and graphic techniques in the broadest sense: 'from etching press to computer screen'. During the course you study and practice a broad range of skills, from graphic techniques to computer graphics. The course is intended for art students who want to explore and gain skills in traditional techniques such as lithography, engraving, relief printing and screen printing, but also for people who are interested in the latest applications for graphics: computer graphics and photo etching, for example. You can also follow specialized workshops for papermaking, learning to produce paper for etchings and screen printing by hand.

MA courses at the Piet Zwart Institute

If you want to continue your studies after gaining your BA degree, then you can take a post-graduate or MA course. In the Netherlands there is a diverse selection of advanced courses, each with a specific specialization. The Piet Zwart Institute offers three MA courses for the Willem de Kooning Academy: Fine Art, Retail & Interior Design (a specialist branch of interior design) and Media Design. The MA in Art Education commences in the 2006-2007 academic year, in association with Codarts, University of Professional Arts Education (the Rotterdam Conservatoire and Rotterdam Dance Academy).

The program is an international platform where motivated graduates can develop their work over a period of two years, both individually and in dialogue with artists, curators and theorists from various disciplines.

There is also the opportunity to participate in the Media Design Research program as a research fellow, working at the intersection of technological, theoretical and practice-based research into the tradition of art and design in the field of computer and 'networked' digital media.

Further information about the Piet Zwart Institute and its public lectures, seminars and publications can be found on the institute's website: www.pzward.wdka.hro.nl.