



**UE | INNOVATION
HUB** experience. innovation.

by the University of Europe for Applied Sciences



Study Generative Design & AI, MA at the UE Innovation Hub

Master cutting-edge generative AI and code-based design
for sought-after skills.



Your career starts with **Generative Design & AI, MA**

Why study this programme?

The MA Generative Design & AI is a graduate programme where students master cutting-edge generative AI platforms and code-based design. Emphasizing tools like Midjourney and DALL-E, graduates gain a unique skill set meeting high industry demand. This practice-led programme is the first of its kind globally, welcoming applicants with backgrounds in UI/UX design, communication/graphic design, product design, or technology-related fields, aiming to enhance their creative skills.

Your career prospects

Create digital content for social media, fashion, advertising, sports & entertainment, and digital products for the health and wellness, and retail industries.



Degree:

Master of Arts (MA)

Credits, Duration:

4 Semesters, 120 ECTS

3 Semesters, 90 ECTS

2 Semesters, 60 ECTS

Start of studies:

Winter semester - September

Summer semester - March

Language:

English

Location:

UE Innovation Hub near Berlin

Admission requirement:

- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 Level**
- **Curriculum Vitae (CV)**
- **Copy of Passport** (scanned)
- **Motivation letter** (min. 500 words)
- **Portfolio** Submit up to 10 examples of your top creative work. We welcome applicants from diverse fields, especially those with a digital design background. While coding skills are advantageous, they are not mandatory for admission.

Modules

Generative Design & AI



1 st Semester	2 nd Semester	3 rd Semester	4 th Semester
Generative AI The course delves into integrating generative AI technologies like MidJourney and ChatGPT into concept ideation, fostering advanced skills in research-driven iterative ideation, and culminating in AI-driven concept development aligned with course objectives.	Computation Design This module focuses on the fundamental and advanced methodologies of computational analytics and data visualisation.	Capstone Project Individual project / industry-infused project / professional experience / study abroad / research project / group project / student exchange project / certificate etc.	Thesis & Colloquium
Augmented Realities The module provides students with an in-depth exploration of the technologies and design approaches required to execute visual assets for augmented reality platforms.	Experiments in Algorithmic Art This course harmonises a survey of technology modalities with creative design and art, alongside a project component for students to explore and develop their own artistic practice.	Thesis Development	
Creative Coding Creative Coding explores the various coding platforms and languages to provide students an understanding of the contemporary technologies.	Generative AI & Visual Narratives Through a series of lectures, research sprints and design workshops, students will be tasked with addressing the (most pressing civilisational issue facing humanity today – climate change) through the vehicle of narrative storytelling.	Contemporary Leadership Culture modern leadership qualifications / soft skills / empathy / strategic thinking / creativity / flexibility / tolerance for ambiguity / inclusiveness	
Speculative Futures The course is focused on framing technological innovation through the act of speculation: a creative act where conjecture is as good as knowledge, and where the goal is to emphasise implications of technology use for humankind.	Cultural Studies Learn how to work and communicate in interdisciplinary teams with members of different cultural, social, ideological and disciplinary backgrounds / inclusiveness / global collaboration.	Atlas of Design Students demonstrate a deep grasp of design debates, linking them to literature, while evaluating design history and paradigms to gain insights applicable across disciplines.	
Research Methodologies	Interdisciplinary Elective (pick any module from any other PG programme except yours)		

Specialized Modules
Faculty-wide-Modules
University-wide Modules
Another UE Faculty's Modules

Please note: modules for curricula with 60, 90, 120 ECTS differ from each other

For more information, feel free to contact our student advisor.

Your University - Your Partner!

The University of Europe for Applied Sciences (UE) is a state-recognized private university that educates the designers and decision makers of tomorrow in the fields of business, psychology, media and communication, sport and event management as well as art and design. UE is located in Hamburg, Berlin, Potsdam (near Berlin), Iserlohn and Dubai (UAE). We offer undergraduate and postgraduate programmes tailored to the requirements of the today's job market.

BEST
 PROVIDER FOR
 FURTHER EDUCATION

among private universities
 with multiple locations*

Ranking
 2024/25

33%
 EARN MORE THAN
€ 70,000
 PER YEAR
 AFTER MASTER'S DEGREE

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PRODIREKT academic advisors will guide you through the full process and help determine the best application route based on your current status.

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