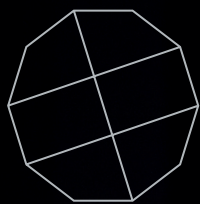


Unfold your talent  
VIA Design

VIA University College

Denmark



# Full Degree International Study Programmes



# Design meets business

If you dream of a future in the fashion and lifestyle industry, VIA Design offers a variety of study programmes to help that dream come true. More than 1,300 students with a passion for clothing, furniture, and home furnishings fill our classrooms and workshops every day. Here, they soak up new knowledge and work intensively on realising their dreams.

The school has a very close co-operation with the lifestyle industry. For decades, VIA Design has educated the people – the manpower – that international companies need. The school covers all aspects of fashion and lifestyle companies, whether design, purchasing or sales. And we always think in terms of both design AND business; we consider the two to be inextricably intertwined. That's one reason why our students are extremely well-equipped to think commercially and creatively in their future jobs.

The school has a distinctly international environment, bringing together students of many nationalities.

VIA Design is part of VIA University College, which is a group of educational institutions offering undergraduate level programmes. With more than 40 years of experience as a supplier of competent employees to the lifestyle industry, VIA Design is hard to ignore if you want your dreams to come true.

Welcome!



# Denmark - Herning



**HERNING** With well over 45,000 inhabitants in the city alone (and 85,000 in the municipality), Herning is a mid-sized Danish city offering a large variety of cultural activities such as concerts, exhibitions and fairs. Herning is compact, but surprisingly sophisticated and fun – and a safe place to live.

**DENMARK** There are around 5.5 million inhabitants in Denmark. This small Nordic country has a long and proud tradition within design, fashion and entrepreneurship. Because the country is so compact, yet never crowded, you will find everything within easy distance – visit big cities with a wealth of shopping opportunities and cultural activities, or find inspiration in the open countryside, by the ocean, and a lot more.

VIA Design is situated in the heart of Jutland. Culture, nature and entrepreneurship are integrated parts of everyday life here. This is the fashion capital of Denmark – and you will find a vibrancy and enthusiasm for the lifestyle industry to match anywhere else in the world. In Herning, people don't just talk; they make things happen.

The campus is located in a unique setting surrounded by modern art museums, cutting-edge companies, beautiful landscapes, and works of art on a truly impressive scale.

## Study programmes at a glance

We offer study programmes covering all the functions found in modern fashion and life-style companies. Or in other words every link of the **value chain**.

BA top-up in Design & Business								1½ years
Design Fashion	Pattern Design Fashion	Purchasing Management Fashion	Branding & Marketing Management Fashion/Furniture	Retail Design Fashion/Furniture	Retail Management Fashion/Furniture	Entrepreneurship Fashion/Furniture	Communication & Media Strategy Fashion/Furniture	
AP degree in Design, Technology & Business							2 years	
Design Fashion	Pattern Design Fashion	Purchasing Management Fashion	Branding & Marketing Management Fashion/Furniture	Retail Design & Management Fashion/Furniture		Design Technologist or equivalent two/year college education Fashion/Furniture		

### BA in Material Science and Product Design

Specialization in furniture and textiles

3½ years



**Career-opportunities:**  
Furniture Engineer, Textile Engineer, Product Developer, Controller, Sourcer, Materials and Process Consultant

The AP degree programme in Design, Technology and Business is a two-year academy degree programme.



The first semester covers a variety of areas and aims to provide you with a broad professional knowledge of all aspects of a company's business procedures. In the following three semesters, you will focus on the speciality you have chosen. By selecting creative and commercial elective courses to match your needs, you will be able to design your own education.

When you have completed your two-year AP degree programme in Design, Technology and Business, you can develop your professional skills for another 18 months to acquire a **Bachelor degree**.

The BA degree programme is a higher education programme that will provide you with high-level theoretical and practical qualifications. As a BA graduate, you will be able to handle design and business functions in the fashion and lifestyle industry - anywhere in the world. The programme will also give you access to relevant graduate and master degree programmes in Denmark or abroad.

#### **Open 24-7, 365**

Our facilities are at your dis-

posal 24-7. You can work on your projects day and night. And we find that our students are so passionate about their work that they often do.

#### **Theory and practice**

Theory and practice are closely connected. Seeing is believing, so you will always have the chance to see how the theories you study work in practice. Similarly, knowing why things work can pave the way for further inspiration, so you will also be able to link your practical experience to theory.

#### **Work experience**

As part of your education, you will participate in a work experience programme in a company - a kind of internship. The experience is real: You will take part in the everyday life of the company, and see how you can use your knowledge in a company setting. Your work experience can take place in Denmark or abroad.

The AP degree and BA degree programmes both include a work experience period of around 9 weeks.

#### **Study trips**

As a student you will take part in study trips. Find new inspiration and learn about design and business in cities like Berlin, Paris, Barcelona, Dubai and New York.

#### **Workshops**

At the school you will find workshops equipped with all sorts of advanced machinery and equipment. You will learn to operate the machines, enabling you to let products, prototypes and models spring from your mind into the real world.

#### **Exam**

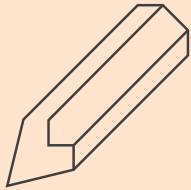
You will be taking different types of exams as part of your study programme. Exams can be oral, written, and/or project-based.

#### **Elective courses**

Our comprehensive elective course programme gives you the option of studying topics that are of specific interest to you -while gaining credits towards your overall education.



## VIA Fashion Design



Do you want to provide the settings for a collection's image, outline the flow of the collection and work as a fashion designer?

The Fashion Design programme will qualify you to handle design processes and to choose your materials with confidence. You will learn to work with trend research and analysis to create innovative designs for the fashion industry. Of course, the programme will also equip you to keep in mind the identity of the company you work for, helping you stay true to their vision. You will acquire competences in working creatively and visually with idea generation and in preparing graphical presentation material. All at a high level. You will also acquire competences in working towards a specific objective and in taking responsibility for influencing the design of the future. You will develop your own design identity. And you will get the skills necessary to handle new challenges so that you feel at home on the global fashion scene.

### Career opportunities

You use your creativity and knowledge of trend research to develop ideas for products. As a designer, you are part of the entire design process right up until the product is ready for sale.



The BA top-up gives you the **freedom to experiment** and focus on your creativity. You learn how the business works and get prepared to step out in **real life**.



Charlotte Van Geenen  
The Netherlands

### Content and structure

Examples of subjects during the studies:

#### 1<sup>st</sup> semester (AP degree)

- Design: drawing, chromatology and graphic design
- Technology: material know-how and knit fabric
- Brand ID and product development

#### 2<sup>nd</sup> semester (AP degree)

- Collection 1: skirt, grading sizes
- Graphic programs: Illustrator and Photoshop
- Art and form (product: T-shirt)

#### 3<sup>rd</sup> semester (AP degree)

- Work placement – 9 weeks
- Dress: focus on design process
- Sustainability

#### 4<sup>th</sup> semester (AP degree)

- Trousers/fitting/analysis
- Manufacturing women's blazer
- Collection 2 (product: jacket)

#### 5<sup>th</sup> semester (BA top-up)

- Creative form
- Womenswear
- Concept design

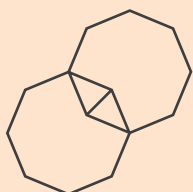
#### 6<sup>th</sup> semester (BA top-up)

- Menswear
- Work placement – 9 weeks

#### 7<sup>th</sup> semester (BA top-up)

- Knitwear
- Final BA exam

## VIA Pattern Design



Do you want to create patterns for future fashion, evaluate the fashion designer's sketches and determine the best manufacturing methods?

The Pattern Design programme will qualify you to work specifically with the design of garments – turning ideas into something that can be realized in practice. You will be able to take responsibility for complex pattern design and grading solutions using the newest CAD technology. You will be trained to apply, compare and combine pattern construction methods and to analyse and assess the impact of grading methods on the fit and silhouette of a garment. Based on your knowledge of technical production methods, you will be able to transform the designer's vision into a perfectly fitted garment.

### Career opportunities

Pattern construction, grading, fit and documentation are some of the elements defining your work. You are a key collaborator for the designer, and your task is to transform the designs into a perfect fit.

There is a good connection to the companies in our field. We have internships on 3rd and 6th semester, and guest lecturers introduce their companies and knowledge.



Lydia Dögg Egilsdóttir  
Iceland



### Content and structure

Examples of subjects during the studies:

#### 1<sup>st</sup> semester (AP degree)

- Design: drawing, chromatology and graphic design
- Technology: material know-how and knit fabric
- Brand ID and product development

#### 2<sup>nd</sup> semester (AP degree)

- Womenswear 1: basic pattern, skirt and blouse grading, pattern development
- Project 1: silhouette and form, skirt and blouse

#### 3<sup>rd</sup> semester (AP degree)

- Work placement – 9 weeks
- Womenswear 2: basic pattern, trousers, dress and jackets grading
- Graphic program: Illustrator

#### 4<sup>th</sup> semester (AP degree)

- Womenswear: pattern development, grading, alterations and documentation
- Project: silhouette and form, jacket with lining and trousers

#### 5<sup>th</sup> semester (BA top-up)

- Draping - show pieces
- Classic collars and sleeves - pattern magic
- Concept design

#### 6<sup>th</sup> semester (BA top-up)

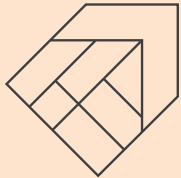
- Menswear
- Work placement – 9 weeks

#### 7<sup>th</sup> semester (BA top-up)

- Lingerie
- Final BA exam



## VIA Purchasing Management



Do you want to work internationally with fashion buying, product and supplier development, negotiation and sourcing?

The Purchasing Management programme will qualify you to work with purchasing based on the strategic vision of a given company. You will become able to analyse suppliers with a view to handling the purchasing management of your company. You will learn to manage and control processes and projects to ensure that the purchasing function is optimized. Such processes and projects include product and supplier development as well as negotiations and sourcing. You will acquire in-depth knowledge of the industry and insight into the mechanisms that affect international and cross-cultural co-operation.

### Career opportunities

You use your thorough knowledge of the market and purchasing mechanisms to make the best purchases all over the world. As a purchaser, you use your creative as well as your business competences in close co-operation with designers, sellers, and suppliers.

### Content and structure

Examples of subjects during the studies:

#### 1<sup>th</sup> semester (AP degree)

- Value chain project
- Design
- Technology

#### 2<sup>nd</sup> semester (AP degree)

- Purchasing economics
- Material know-how
- Entrepreneurship

#### 3<sup>rd</sup> semester (AP degree)

- Work placement – 9 weeks
- Controlling
- Sustainability

#### 4<sup>th</sup> semester (AP degree)

- Logistics
- Trend
- Organization and management

#### 5<sup>th</sup> semester (BA top-up)

- Branding: SCM, logistics and project management
- Trend: purchasing, negotiation techniques and management
- Concept design

#### 6<sup>th</sup> semester (BA top-up)

- Purchasing – product knowledge
- Economics and collection
- Work placement – 9 weeks

#### 7<sup>th</sup> semester (BA top-up)

- Purchasing and retail
- Final BA exam

The focus on the business side of fashion is very interesting. The school is amazing, and to share a passion for fashion with everyone is great.



Frederieke Bernice  
Steinmetz  
The Netherlands



## VIA Branding & Marketing Management



Do you want to work professionally with branding and marketing within the fashion and lifestyle sector, and ensure that new concepts fall in line with the values of the brand?

The Branding & Marketing Management programme will enable you to plan and manage branding and marketing tasks. You will learn how to conduct international brand and market analyses. In addition the programme covers developments in world economy and how they manifest themselves in trends across fashion and lifestyle products. You will develop the skills necessary to identify, analyse and evaluate the essence of data, trends and tendencies across markets, products and brands. You will acquire the tools required to define objectives and to plan and execute relevant strategies from launching new ideas and concepts to producing detailed media plans.

### Career opportunities

You will typically work with a comprehensive range of strategic issues that relate to branding, marketing and communication activities. Your job spans marketing plans, data analyses, design briefs, PR activities, and budgetary planning. You work creatively as well as strategically on domestic and international markets.



Studying at the school is very inspiring. Through interdisciplinary teaching you get insight into every segment of the fashion industry.



Domokos Szabo  
Hungary

### Content and structure

Examples of subjects during the studies:

#### 1<sup>st</sup> semester (AP degree)

- Brand ID and product development
- Style history
- Networking

#### 2<sup>nd</sup> semester (AP degree)

- Marketing management
- Brand strategy and analysis
- Concept development

#### 3<sup>rd</sup> semester (AP degree)

- Work placement – 9 weeks
- Global marketing and management
- Culture and international marketing

#### 4<sup>th</sup> semester (AP degree)

- Management and leadership
- E-strategy
- Campaigns

#### 5<sup>th</sup> semester (BA top-up)

- Contemporary approach to branding and consumer behavior
- User driven innovation and strategic management
- Concept design

#### 6<sup>th</sup> semester (BA top-up)

- Graphic design, demand analysis and forecasting
- Public relations
- Work placement – 9 weeks

#### 7<sup>th</sup> semester (BA top-up)

- Corporate identity, reflection and portfolio
- Final BA exam

## VIA Entrepreneurship

(only available as top-up degree)



Do you want to work with trends and research and be the prime mover in developing new ideas for the company, nationally as well as internationally?

**Innovation, creativity and entrepreneurship:** This top-up programme qualifies you to develop new ideas and innovate both in your own field and elsewhere. You will be working with trends and research, and that will make you able to focus your analysis of a given situation and uncover new needs and tendencies. You will become experienced in analyzing market potentials and interpreting the results of your analysis, which will enable you to use your knowledge to create new products, services or concepts. You will become capable of planning and carrying out projects single-handedly right from the writing of the first brief to evaluating the final result and you will gain experience in managing and facilitating processes, working in and with teams and coaching. The programme will provide you with knowledge and experience that will make it possible for you to work with innovation at an advanced level and make you enterprising whether working on your own or with people who have other skills and experience.

### Career opportunities

You are the driving force when ideas for new business projects are being developed – both in your own country and abroad. You might for instance develop and optimize projects that seek to improve the education of children in developing countries, in fact there is no limit to the type of projects that you could work with.

### Content and structure

Examples of subjects during the studies:

#### 5<sup>th</sup> semester (BA top-up)

- Spotting trends and opportunities
- Idea creation
- Concept design

#### 6<sup>th</sup> semester (BA top-up)

- Innovation
- Planning
- Work placement – 9 weeks

#### 7<sup>th</sup> semester (BA top-up)

- Action – reflection and portfolio
- Final BA exam



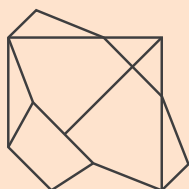
You build up a great network across studies, where students support and help each other. The teachers have each student's unique dreams and thoughts in mind.



Helena Wodstrup  
Pedersen  
Denmark

## VIA Communication & Media Strategy

(only available as BA top-up)



Do you want to spot trends within communication and media and point out new ways for the company to communicate to different target groups?

The Communication & Media Strategy programme will qualify you to work with different tasks within the field of communication – both strategic as well as practical.

Strategically, you learn to identify communication possibilities such as which messages are relevant and how they should be communicated to the target group. You will learn to spot trends within communication and media and point out new ways for the company to communicate to the different groups.

Apart from developing communication strategies, you will acquire in-depth knowledge about the latest communication forms and marketing channels. In this way, you are well prepared to communicate messages in a relevant way in order for them to reach the target group. You also learn to work with the company's website and to write texts.

### Career opportunities

You can spot trends within communication and media and point out new ways for the company to communicate to different target groups. Apart from developing communication strategies, you might also produce various communication-oriented activities, for instance press releases and other texts to different media.

### Content and structure

Examples of subjects during the studies:

#### 5<sup>th</sup> semester (BA top-up)

- Concept design
- Media analysis: Sociology and culture
- Rhetoric and PR

#### 6<sup>th</sup> semester (BA top-up)

- Trends and tendencies
- Media strategy
- Work placement – 9 weeks

#### 7<sup>th</sup> semester (BA top-up)

- Digital media and production – Portfolio
- Final BA exam



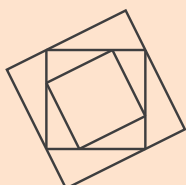
I find communication very interesting. The education is engaging and based on co-operation and real-world applications rather than pure lectures and theory.



Lars Bjørn Christensen  
Lehmann  
Denmark



## VIA Retail Design and Management



Do you want to work with the store's visual expression and with strategic planning and coordinating tasks in the management of chain stores?

### Retail Design

The Retail Design programme will qualify you to handle a complex and varying range of products in the development of store concepts. You will learn about retail developments in terms of communication, materials, history, and trends. Having completed the programme, you will be able to carry out and manage the entire process from the first drafts to final solution, and you will know how the visual impression of the store is best communicated. You will learn to consider the financial basis underlying your decisions as well as the consequences that your choices have for the company and the store.

### Retail Management

The Retail Management programme will give you solid theoretical foundations for handling the practical tasks involved in concept management and development of a store portfolio. You will

learn to manage a retail concept with your own and/or franchise stores and to prepare and implement campaigns. You will be able to apply contemporary management tools as regards both retail aspects, finance and human resources. You will acquire skills to help you develop and motivate employees and franchisees to create new stores and improve existing ones.

### Career opportunities - Retail Design

You are responsible for the conceptual image of the company, right from its overall look and organization to the tiniest detail. You know how to work innovatively with creating new ideas in virtual media – and how to launch such ideas in a professional manner.

### Career opportunities - Retail Management

You are the manager of a portfolio of stores or of a retail chain. You are responsible for recruiting staff and for training and coaching your employees. You develop and update store concepts to ensure your store or chain gets the best possible results.



It is very interesting to see how store design influences the way customers think when shopping. Each day I learn new things that surprise me.



Maria Ramos Orche  
Spain

There are a lot of students from many different countries and we all share great ideas. You can always get help from teachers and old students.



Maria Ramos Orche  
Spain

### Content and structure

During the first four semesters the studies are joint for Retail design and Retail Management, on the three last semesters the programme splits in two: Retail Design and Retail Management.

Here are examples of subjects during the studies:

#### 1<sup>th</sup> semester (AP degree)

- Project: Brand ID and product development
- Design
- Global communication

#### 2<sup>nd</sup> semester (AP degree)

- Consumer behavior
- Visual and commercial merchandise
- Store management

#### 3<sup>rd</sup> semester (AP degree)

- Work placement - 9 weeks
- E-tailing
- Communication

#### 4<sup>th</sup> semester (AP degree)

- Store design
- 3D
- International retail

#### 5<sup>th</sup> semester (Retail design BA top-up)

- Architecture and history of design - sketching and 3D
- Perception and experience - store design, space management, sociology and consumer behavior, ethnography and sociology and graphic design

#### 6<sup>th</sup> semester (Retail design BA top-up)

- Graphic design and styling
- Store design and 3D
- Work placement - 9 weeks

#### 7<sup>th</sup> semester (Retail design BA top-up)

- The personal expression/ The room of the future
- The final A project

#### 5<sup>th</sup> semester (Retail Management BA top-up)

- Retail marketing, retail location and CSR
- Leadership and retailing, sociology and consumer behavior, space management and economics
- Concept design

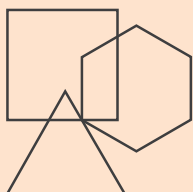
#### 6<sup>th</sup> semester (Retail Management BA top-up)

- E-tailing - purchasing & merchandising
- Applied HR in retail - legal & commerce
- Work placement - 9 weeks

#### 7<sup>th</sup> semester (Retail Management BA top-up)

- International retail - new retail approaches and media
- Final BA exam

## VIA Materials Science & Product Design



Do you want to obtain broad knowledge about existing materials and processing technology within the fashion and furniture industry?

The 3½-year full-degree programme in material technology will be your first step towards getting a key position in the textile and furniture business. The programme will give you a broad knowledge of materials and processes in the textile and furniture business. You will become an expert on new, innovative materials that make textiles more durable and adjust to body temperatures and you will study new blends of materials and surface treatments. Finally, you will also get an insight into state-of-the-art technology used in the production lines of the textile and furniture businesses.

All in all this knowledge will enable you to optimize technical, financial and production aspects in manufacturing companies.

### Career opportunities

Your job opportunities will be excellent; you will be able to take up many different job functions for instance in product development and the research and development of new materials. You might also be in charge of selecting and buying new materials and products, working out the appropriate production process or taking part in selling the product. Finally, having completed this programme you can also take an active role in the financial management of a company.

### Content and structure

Examples of subjects during the studies:

#### 1<sup>st</sup> semester

- Chemistry
- Materials technology
- Innovation and development project

#### 2<sup>nd</sup> semester

- Materials technology and processes
- Environment and CSR
- Sustainable production

#### 3<sup>rd</sup> semester

- Processing and production processes
- Innovative processes
- Science theory

#### 4<sup>th</sup> semester

- Materials of the future
- Elective courses: Study trip, leather and fur, negotiation or textile knowledge

#### 5<sup>th</sup> semester

- Work placement - 6 months, in Denmark or abroad

#### 6<sup>th</sup> semester

- Project leadership
- Logistics and economy
- Intercultural communication

#### 7<sup>th</sup> semester

- Quality control and statistics
- Bachelor project

I want to assess fashion from a technical point of view and work with quality, sustainability, product development and new innovative textiles.



Sidsel Schack Madsen  
Denmark









The experience I got from my exchange in Toronto is priceless. It made me more independent and self-confident, and I have made so many new friends from all over the world.



Agata Mostowik  
Poland

## International Student Exchange and Work Experience Abroad

We warmly welcome exchange students from our partner institutions. Studying at the school for one or two semesters is a unique opportunity to learn more about the fashion and lifestyle business – and to visit Denmark.



We will help you with all practical details, such as accommodation, residence permits, etc.

Being an Erasmus exchange student is free of charge. You can even apply for an Erasmus scholarship from your home university to cover additional costs during your stay.

### International opportunities for students

We strongly encourage students to take the unique opportunity to study a semester at one of our partner institutions. You can, for example, visit Germany, Finland, The Netherlands, or the United Kingdom. Other good options are summer schools

in Milan and Florence or Vietnam Exchange - one semester of study and internship in Vietnam. Studying in another country is a key element of any modern international education; it is the best way to gain real-life insight and knowledge of the international fashion and lifestyle industry.

If you want even more travel, you can also spend your work experience period in a company outside Denmark. This allows you to experience different working cultures as well as to learn more about how the fashion and lifestyle business works around the world.



# FAQ

## Application

All applications are made through the Danish application system KOT and is found at [optagelse.dk/admission](http://optagelse.dk/admission). Application is possible from February 1st and deadline for application is March 15th.

## Admission assignment

Admission assignments for the AP degree and BA top-up degree programmes will be published on [viauc.com/campus-herning](http://viauc.com/campus-herning).

## Tuition fee

Educational programmes in

Denmark are generally free for all Nordic/EU/EEA students, as well as for students participating in an exchange programme. In addition, children of non-Nordic/EU/EEA nationals with permanent residence in Denmark may in some cases be exempt from tuition fees. Please contact us for further information.

An estimated tuition fee for a full-degree programme ranges from EUR 10,000 to 12,200 annually depending on the choice of programme.

## Accommodation

Many students choose to live in the student village on campus. You can register on the waiting list at the local housing association. Go to [viauc.com/campus-herning](http://viauc.com/campus-herning) for more information.

## Introduction programme

Getting off to a good start is crucial. The introduction programme includes a thorough introduction to the school, the AP degree programme, and Herning. We also have social events to help you get to know your fellow students.

## Other costs

Even though the educational programme is free, you should make sure you have sufficient funds to cover the costs of living and studying



in Denmark, such as accommodation expenses, books, materials etc.

## Tutors

When you start a tutor will be assigned to your class. The tutor will introduce you to the school and give you a guided tour of Herning.

## Student jobs

Many students choose to have a student job while they study to earn extra money. Students often find unskilled work such as cleaning, distribution of newspapers, etc.

## Residence permit

Foreign citizens must have a valid residence permit and a Danish civil registration number to live and study in Den-

mark. We are happy to help you with this at the beginning of your studies.

## Language classes

If you would like to learn Danish, you can enroll at Lær-Dansk Herning and get language training for free. Here you can take part in language classes in the evening.



VIA Design  
VIA University College  
Birk Centerpark 5  
DK-7400 Herning  
design.int@via.dk  
viauc.com/campus-herning

VIA Design is Scandinavia's largest design and business college within the fashion and lifestyle industry. More than 1,300 students are currently enrolled in our AP and BA degree programmes within the areas of fashion and textiles, as well as furniture and furnishings. The school is part of VIA University College, the centre of all professional bachelor degree programmes offered in Central Jutland in Denmark. All programmes are approved by the Danish Ministry of Education. VIA University college has more than 17,000 students on 7 campuses.