



**WANT TO
KNOW MORE?
SCAN THE
CODE!**

Welcome!

Are you ready to transform the future of art, media, and design? Do you see yourself as a creative pioneer who wants to make a difference with impactful ideas? Welcome to PXL-MAD School of Arts, where your creativity is given room to grow and where you use art, technology, and new media to tell stories that matter. This is a place where we go beyond the creative process and challenge you to help build the world of tomorrow.

At PXL-MAD School of Arts, you will not only learn the ins and outs of old-school techniques, but you will also have access to the most innovative tools such as VR, XR, and immersive design. Whether you're working on jewelry design, graphic design, autonomous art, or losing yourself in visual design and virtual experiences-with us, you can experiment, create, and, above all, challenge yourself to push the boundaries of art, design, and media.

We are all about inclusivity and innovation. Together with fellow students, teachers, and professionals from the art and design world and the creative industry, you will work on shaping a new form of art, media, and design that breaks with traditions and tells new stories. What makes your vision unique? How

can you use design, media, art, or technology to show the world what you have to say? Together, we will discover that!

At PXL-MAD School of Arts, you will have the opportunity to learn to think critically and develop your skills in a wide range of theory, practice, and research methods. This is a place where your creative identity can flourish, in a community that embraces diversity, sustainability, and creativity. From day one, you will work with teachers who are making their mark in the field and will take your work to the next level.

WHY PXL-MAD SCHOOL OF ARTS?

Hasselt is not a metropolis like Brussels or Antwerp, but that is precisely what allows us to offer a vibrant and close-knit campus. Affordable student housing, where everyone knows each other and many different nationalities come together. At PXL-MAD, you will be taught by the most innovative experts in the creative industry, contemporary designers, and artists. Our teachers and guest lecturers are innovators who have made a name for themselves worldwide. Whether you work with analog or digital art, immersive technology, or experimental design, at our school you

will learn from the best. In addition, you will have the opportunity to work internationally, discover new cultures, and network worldwide through an Erasmus exchange or an internship abroad. In an environment that fosters personal guidance and intensive collaboration, you will be able to develop yourself to the fullest and take your creativity to the next level.

WORK HARD, PLAY HARD!

At PXL-MAD School of Arts, you will not only have the opportunity to work hard on your skills, but also to have fun and push your creative boundaries. Making mistakes is allowed, and is even essential to growing as an artist, designer, or visual creator. We offer you the tools, networks, and sources of inspiration to make a powerful start in the world of art, media, and design.

Join a community that embraces creativity, social engagement, and innovation. PXL-MAD School of Arts is known for stimulating creativity, critical thinking, and social impact, with a strong emphasis on diversity and inclusion. Together, we will shape your future in art, media, and design!



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Afstudeerrichting

Graphic Design

Are you considering a career in design? Do you want to be trained to become a visionary leader in art direction and experience design? At PXL-MAD School of Arts, you will learn how to translate your creative vision into powerful visual designs. You will learn to create socially responsible and sustainable stories. Our revamped program focuses even more on your future and specific interests and gives you access to the latest technologies, such as XR, immersive & experience design. Not sure what your interests are? Don't worry! Together, we will explore the broad field of graphic design and help you choose the direction that really suits you, step by step. You will go beyond just creating beautiful images. We teach you how to combine text, image, sound, and color to convey a message. It's all about creativity, experimentation, storytelling, critical thinking, and entrepreneurship. In this way, we shape you into the designer you always were, without you perhaps even knowing it.

A SOLID FOUNDATION

You start with the basics: the fundamentals of graphic design. In the first year, you will learn everything about the design process, research, and the digital skills you need. Through creative assignments, we stimulate your curiosity and encourage you to experiment.

From the first year onwards, you will dive into modules such as Visual Grammar, Concept & Strategy, Visual Design & Story, and Digital Design. Analog craftsmanship is combined with compelling technologies. You will combine creative freedom with practical applications so that you can design for a society where inclusivity is central.

And that's not all: our annual international trips to places such as OFFF Barcelona, Paris, Us By Night, and the Venice Biennale give you a broader view of graphic design and visual culture.

DESIGNING FOR THE FUTURE

The Graphic Design specialization is a Reality School. From the second year onwards, you will work on assignments linked to the professional field. The real stuff! The emphasis is on (audiovisual) images and storytelling and the crucial role they play in creating impactful experiences. You will be trained to combine artistic expression with applied design.

LEARNING FROM PROFESSIONALS

Our teachers are not only great educators, but also active professionals in the creative industry. This means you get real, practical tips from people who know what's going on. We also invite international guest lecturers for workshops, lectures, and seminars.

YOUR FUTURE AS A GRAPHIC DESIGNER

Once you graduate, many career opportunities will be open to you. You will develop experiences that blend the physical and virtual. You will be able to use text, images, and space to support a compelling story/brand.

In addition to the regular fields of branding, motion design, and visual design, you will have the opportunity to work as a spatial designer or art director at design studios, branding agencies, television and film studios, fashion houses, gaming companies, and more.

Whether you choose UX/UI design, audiovisual companies, or education, your possibilities are endless. Join the PXL-MAD School of Arts community and discover how your creativity can change the world!

GRADUATED, NOW WHAT?

Your degree in Graphic Design is your starting point. Whether you want to work as a freelancer or for a large company, you have endless possibilities. Thanks to the Reality School and your internship, you have already had a taste of the career options available to you.

Our alumni work in various fields, such as:

Production houses and studios • Communication and design departments of companies and organizations • Communication agencies • Television and film industry • Branding agencies • Drawing studios and publishers • Design studios • Gaming industry • UX/UI design agencies • Experience agencies • Education

The world is at your feet, and your skills as a designer make all the difference.

 Daytime education (full-time)  Hasselt

ADMISSION TEST

Academic Higher Art Education is only accessible to those who meet the admission requirements and pass the artistic entrance exam. That is why we make an initial selection at the start of your studies, via the entrance exam. All further information can be found at www.pxl-mad.be/toelatingsinfo.

BACHELOR

NIEUW CURRICULUM GRAFISCH ONTWERP

STUDIO'S		ONDERSTEUNENDE PRAKTIJK				ONDERNEMEN		ONDERZOEK	THEORIE		BA 1 / INLEIDEN
SEM 1	VISUAL GRAMMAR (6 SP)	CONCEPT & STRATEGY (6 SP)	DIGITAL LABS 1 (3 SP)	FOTO- GRAFIE (3 SP)	TEKENEN (3 SP)	IN- VLOED V/H GRAF. ONTW (3 SP)	POP 1 <i>Persoonlijke Ontwikkeling & Portfolio</i> (3 SP)	BEELDDENKEN & BEELDKRITIEK (3 SP)	KUNST- & CULTUUR- GESCHIEDENIS 1A (3 SP) KUNSTACTUALITEIT 1 (3 SP)		
SEM 2	VISUAL DESIGN & STORY (6 SP)	DIGITAL DESIGN (6 SP)			VER- HALEND TEKENEN (3 SP)			ONDERZOEKS- CONCEPTEN (3 SP)	KUNST- & CULTUUR- GESCHIEDENIS 1B (3 SP) KUNST & MAATSCHAPPIJ (3 SP)		
STUDIO'S		ONDERST. PRAKTIJK				ONDERNEMEN		ONDERZOEK	THEORIE		
SEM 1	VISUAL DESIGN & STRATEGY (5 SP)	NARRATIVE DESIGN (5 SP)	DIGITAL LABS 2 (3 SP)	FILM & SOUND (4 SP)	STORY- BOARD (3 SP)	MAD PROJECTS 1 (3 SP)	POP 2 <i>Persoonlijke Ontwikkeling & Portfolio</i> (3 SP)	BEELDDENKEN & ONDERZOEK (6 SP)	KUNST- & CULT. GESCH 2A (3 SP) KUNSTFILOSOFIE (3 SP) CONTEMPORARY ART & THEORY (3 SP)		
SEM 2	DIGITAL EXPERIENCE & IMMERSIVE MEDIA (5 SP)	EXPERIENTIAL DESIGN & BRANDING (5 SP)	CHARACT. DESIGN OF CREATIVE LABS (3 SP)					ARTISTIEK ONDERZOEKS- WERKSTUK (3 SP)	KUNST- & CULTUUR- GESCHIEDENIS 2B (3 SP)		
STUDIO'S		ONDERST. PRAKTIJK				ONDERNEMEN		ONDERZOEK	THEORIE		BA 3 / SPECIALISEREN
SEM 1	MAJOR GRAPHIC DESIGN (7 SP)	MINOR GD (3 SP)	TEKENEN (3 SP) + DIGITAL LABS 3 (4 SP) OF DIGITAL LABS 3 (7 SP)	BEELD DENKEN (3 SP)	MAD PROJECTS 2 (3 SP)	POP 3 <i>Persoonlijke Ontwikkeling & Portfolio</i> (3 SP)	BACHELOR PROEF = ARTISTIEK PROJECT (9 SP) + DISCURSIEF GEDEELTE (3 SP)	KUNST- & CULT. GESCH 3A (3 SP) KUNSTACTUALITEIT 3 (3 SP)			
SEM 2	MAJOR GRAPHIC DESIGN (7 SP)	MINOR GD (3 SP)	KUNST- & CULT. GESCH 3B (3 SP) PHILOS. OF ART (3 SP) OF ART SOCIOLOGY (3 SP)								

MASTER

HUIDIG CURRICULUM GRAFISCH ONTWERP

		STUDIO	MASTERONDERSTEUNING	ONDERZOEK	STAGE	MASTER / EXCELLEREN
SEM 1			RUIM AANBOD KEUZEVAKKEN (12 SP)	MASTERSTUDIO'S (9 SP)	WERKVELDSTAGE (9 SP)	
SEM 2		MASTERPROEF = MASTERPROJECT (21 SP) + MASTERSCRIPTIE (9 SP)				

"THE GRAPHIC DESIGN CURRICULUM ALLOWS YOU TO CUSTOMIZE YOUR OWN PATH FROM 2 BACHELOR'S DEGREES."



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SCAN FOR
INFORMATION

What do our students, alumni, and
ambassadors think of this program?

