

The logo for AVA (Academy of Visual Arts) consists of the letters 'A', 'V', and 'A' in a stylized, thin, black font. The 'V' is formed by two intersecting lines, and the 'A's are also formed by thin lines, creating a modern and minimalist look.

Frankfurter Akademie
für Kommunikation und Design
Academy of Visual Arts
Frankfurt

Language

Creative German Course

Ss 2025-25

Starting in the Summer Semester 2025, the Academy of Visual Arts will introduce a new module exploring language and verbalization in design and culture. The course will focus on comparing German and English, highlighting their similarities. By developing a structured and simplified approach, we aim to make acquiring German more accessible.

Course Description

Designed for German language learners in communication design, the course delves into the nuances of language usage in visual and verbal messaging. Participants will engage with raw materials such as slogans, banner ads, and mottos, analyzing how selective language construction shapes meaning and audience perception. In addition, the course will incorporate elements of philosophy, art, music, culture, and games, creating an engaging and dynamic environment for learning German in a playful and immersive way.

Open to all

Open to students of all language proficiency levels, the course provides individualized guidance based on the group's needs. While it offers deep insights into communicative strategies, it also serves as an excellent opportunity for students with a solid foundation in German to refine their copywriting skills and receive targeted feedback on their messaging techniques.

The course spans 12 sessions of 2 hours each, running throughout the Summer Semester 2025. It is available in both on-site and online formats. The fee is €65 for Academy students and €185 for external participants.