Artificial Intelligence Aided
Mobility Design (M.A.)

Master's Program
Engineering Department
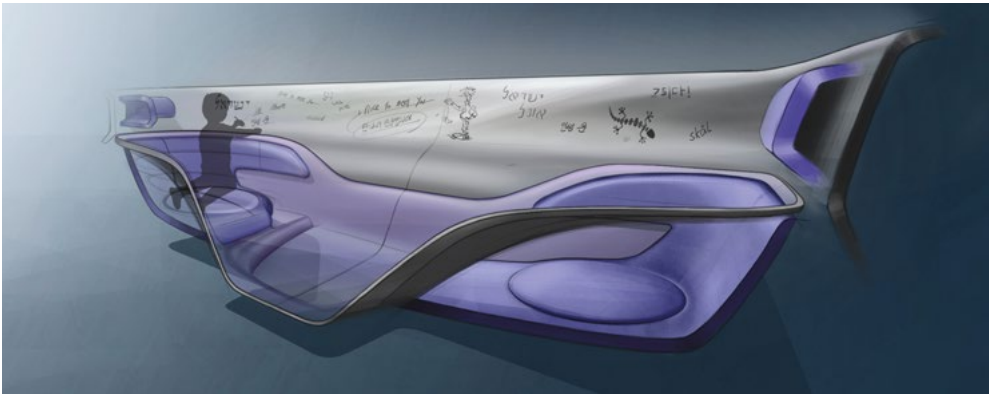
BELIEBTESTE
HOCHSCHULE
in Deutschland
Award 2023
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**Hochschule
Hof**
University of
Applied Sciences

Artificial Intelligence Aided DESIGN AND MOBILITY
– What is it all about?

WHY might you be interested in the program?

The Master's program in Artificial Intelligence Aided Mobility Design is ideal for those passionate about working at the intersection of design and engineering. It attracts both technology-oriented designers and design-savvy engineers eager to push the boundaries of creativity in the AI era. This program empowers students to innovate with speed and precision, using the latest AI tools to shape advanced mobility concepts for the future.

WHAT are you being trained for?

This program prepares students to become versatile designers equipped with a balanced skill set that merges creative insight and technical expertise. By integrating AI-based tools into the design process, graduates are ready to thrive in interdisciplinary environments and confidently lead innovation in the rapidly evolving, tech-driven design landscape.

WHAT awaits you in your studies?

The curriculum focuses on realistic, future-oriented projects that provide hands-on experience. Students collaborate with industry leaders, policymakers, and academic partners to shape sustainable mobility solutions. This focus on interdisciplinary work ensures students gain the practical and theoretical knowledge

WHAT do I gain with this M.A.?

With this Master's program, you will

_ push the boundaries of design in the AI era.

_ work on future-oriented projects that address real-world challenges,

_ build interdisciplinary expertise to confidently lead innovation in a rapidly evolving, tech-driven landscape,

_ be ready to meet the demands of a dynamic industry.

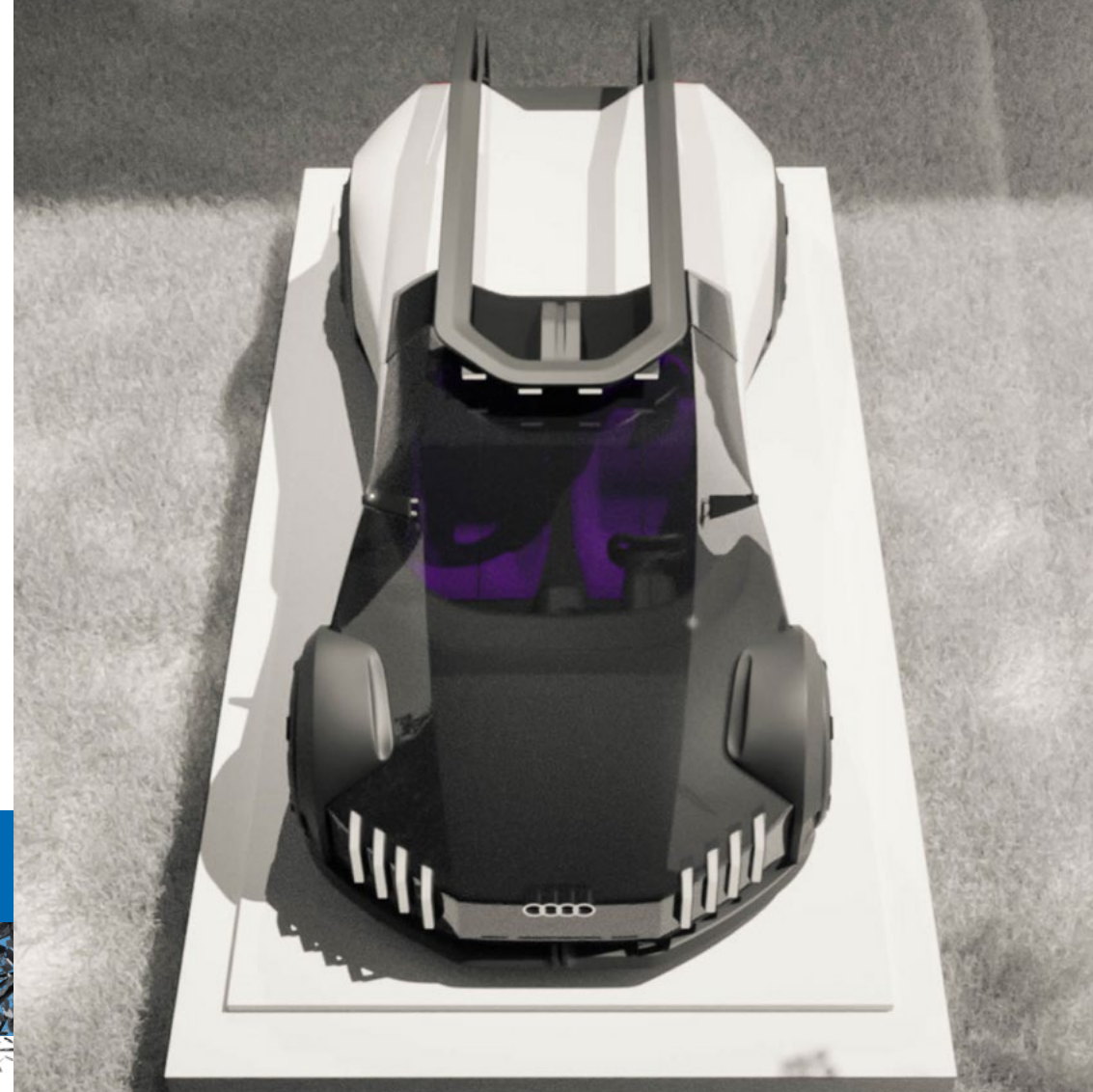**Further information is available on www.hof-university.de**

PHOTO: CHRISTIAN KRECSIR

This program equips you with future-proof skills, blending design and engineering. You will master AI techniques to create innovative, sustainable solutions and thrive in multidisciplinary teams. Close collaboration with industry partners further enriches your learning, ensuring that your skills are practical and adaptable to real-world applications.

PHOTO: ROUZBEH NAZARI NAGHANI

WHO is this program for?

Technology-oriented designers and design-savvy engineers

Engineers can expand their creative skills, designers gain deeper technical insights. AI-driven design processes make creative development accessible, even without extensive design experience. This interdisciplinary approach opens new possibilities.

PHOTO: CREATED WITH AI

Fast FACTS

Degree awarded
Master of Arts (M.A.)

Duration
3 semesters (including Master's thesis)

Language of instruction
Fully taught in English

Tuition fees
No tuition fees; just an administrative fee of approx. € 150 per semester

Services and support for international students

_ organisational support before and during your studies at Hof University

_ assistance in finding accommodation

_ Orientation Week prior to the start of your studies

_ social integration through cultural programs

_ career-promoting activities such as intercultural trainings, field trips, and company visits

_ extensive personal support from our Welcome Center, International Office and Career Service.

PHOTO: ROUZBEH NAZARI NAGHANI

WHAT are the prerequisites?

Academic requirements

Successfully completed **Bachelor's degree in engineering or design** from an accredited university

_ at least 210 ECTS or equivalent in total

_ minimum grade 2,5 according to the German grading system.

Applicants with less than 210 credits (ECTS) can be accepted, but must make up the missing credits through a **post-qualification:**

_ either through an **internship** (at least 900 hours / 6 months) (only possible if the internship was not yet recognised as a compulsory internship in the Bachelor's degree) or

_ attending appropriate **modules at Hof University**.

It is possible to combine the recognition of a shorter internship with the attendance of modules at the university. For both alternatives, please calculate an additional (fourth) semester.

Language requirements

Proficiency in English, proven by either

_ TOEFL minimum 90

_ IELTS 6.5 or above

Proof of basic **German** language skills for applicants from abroad (Certificate for minimum level **A1** according to the Common European Framework for Languages (CEFR))

PHOTO: MORITZ FROWERK

PHOTO: CHRISTIAN KRECSIR

PHOTO: MORITZ FROWERK

WHERE do i study?

Design and Mobility campus Selb

On our Design and Mobility campus in Selb, you can expect:

_ a first-class, hands-on education with a project-based teaching approach,

_ a safe, friendly and welcoming study environment, especially for international students,

_ small class sizes for an intensive learning experience,

_ courses both in Hof and Selb, with a direct train conveniently connecting both campuses.

In addition, you benefit from

_ assistance in finding accommodation,

_ orientation sessions prior to the start of your studies,

_ additional activities such as intercultural trainings, field trips and company visits,

_ 24/7 access to computer labs and the library

Where will you study?
in Selb
(Bavaria/ Germany)

Berlin

Frankfurt

Hof

Selb

Munich

Cooperation projects

In the Mobility Design study program, students have the unique opportunity to collaborate closely with prominent mobility partners from the industry. This collaboration not only provides valuable real-world experience but also ensures that students are exposed to the latest trends and challenges in the field. In addition to being guided by expert professors, students receive mentorship from professionals working in renowned companies. This dual mentorship approach bridges the gap between academic learning and industry practices, equipping students with the skills and knowledge needed to excel in their careers. Our comprehensive learning environment fosters innovation and prepares students to tackle the complexities of the ever-evolving mobility sector.
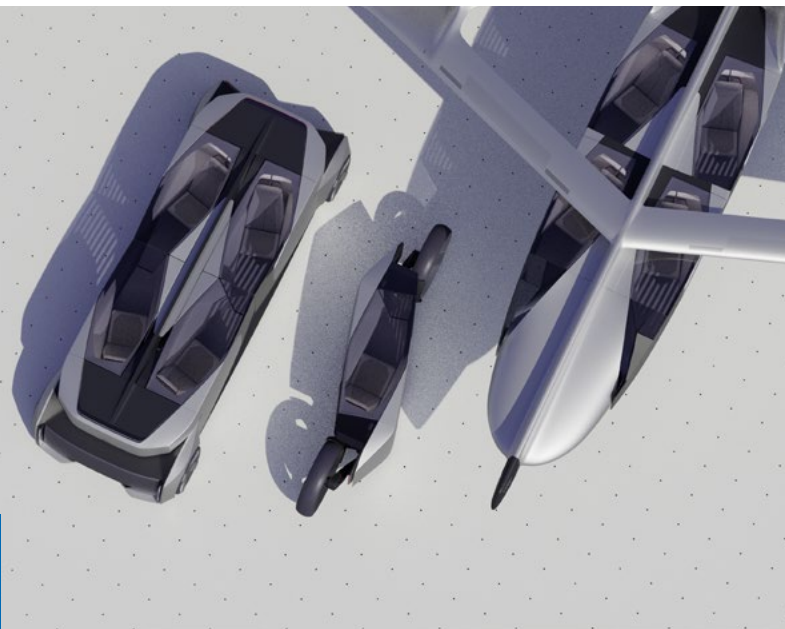

PHOTO: FELIX RITTMANN

HOW is the course structure?

Flexible start options:

You can begin the Mobility Design program in either the winter or summer semester. Since the courses are independent of each other, they can be taken in any order.

Semester 1 and 2	_ Design Tools (general)
	_ Technical Product Development I
	_ New Technology in AI and Robotics
	_ Project I
	_ Data Mining and Machine Learning
	_ Design Process | general
	_ Design Process | AI Theory
	_ Technical Product Development II
	_ Project II (AI)
Semester 3	_ Master's Thesis

WHEN and HOW can I apply?

The application process consists of **three steps:**

STEP 1   Document check by uni-assist

STEP 2   Online application at Hof University

STEP 3   Digital aptitude test

STEP 1

Uni-assist

If you acquired your university entrance certificate abroad, **uni-assist** must assess the certificate before you can send it to Hof University.

We advise you to hand in your application documents to uni-assist **at least 4 weeks before our application deadline.**
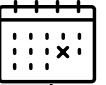
STEP 2

Online application at Hof University

You register in our online portal Primuss, fill in the application form with your personal details and upload all required documents.

▶ Application period for winter semester: **April 15 - May 31**
▶ Application period for summer semester: **Nov 05 - Nov 30**

Where can I find the portal Primuss?

STEP 2 CONT.

Online application at Hof University

In the online application, you need to provide insightful information about your career to date and your previous skills and projects. You can do this in various ways:

▶ **a digital portfolio with self-created design work samples that provide information about your artistic talent and suitability,**

or

▶ **the documentation of a design/development project that was successfully carried out in practice either by yourself or largely as part of a team,**

or

▶ **a self-written scientific paper in German or English.**

STEP 3

In July / December: Digital aptitude test with a practical part and a detailed interview in English

Check the Primuss portal for your Admission Letter!

Online enrolment	**In September or March**
Orientation Week for international students	**last two weeks of September / first two weeks of March**
Start of your studies at Hof University	**Winter semester: October 01 Summer semester: March 15**

What are my career perspectives?

As a graduate, you will be ready to...

_ Work as a designer within development teams or departments, contributing to industrial design processes with technical and creative expertise.

_ Serve as a mediator between technology and design, especially if you have a background in engineering (e.g., as a studio engineer).

_ Coordinate the creative aspects of development processes or projects, ensuring interdisciplinary alignment and innovation at the intersection of design and engineering.
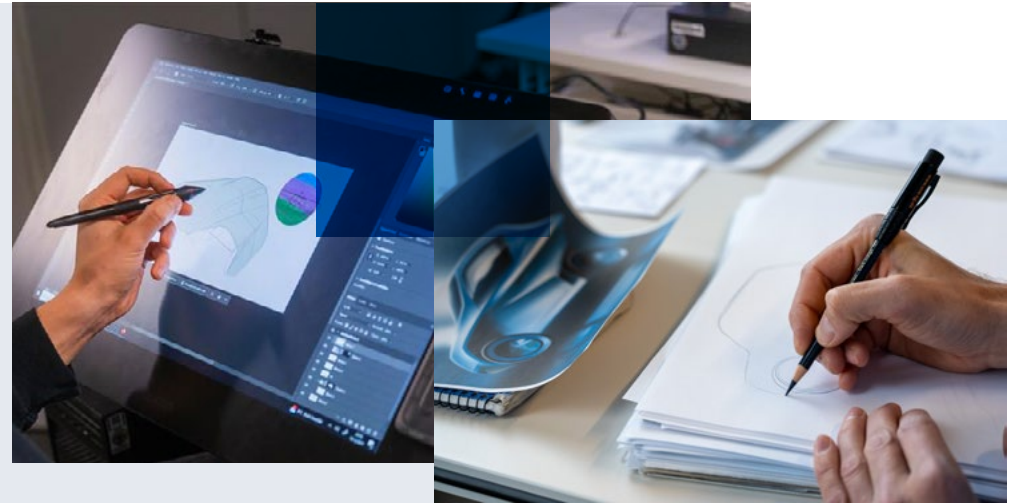
... Entry positions?

You are ready to work as

_ Transportation Designer

_ Product Designer

_ Industrial Designer

_ Ai Design Specialist

_ Graphic Designer

_ Automotive Designer

PHOTO: JACOB HASS
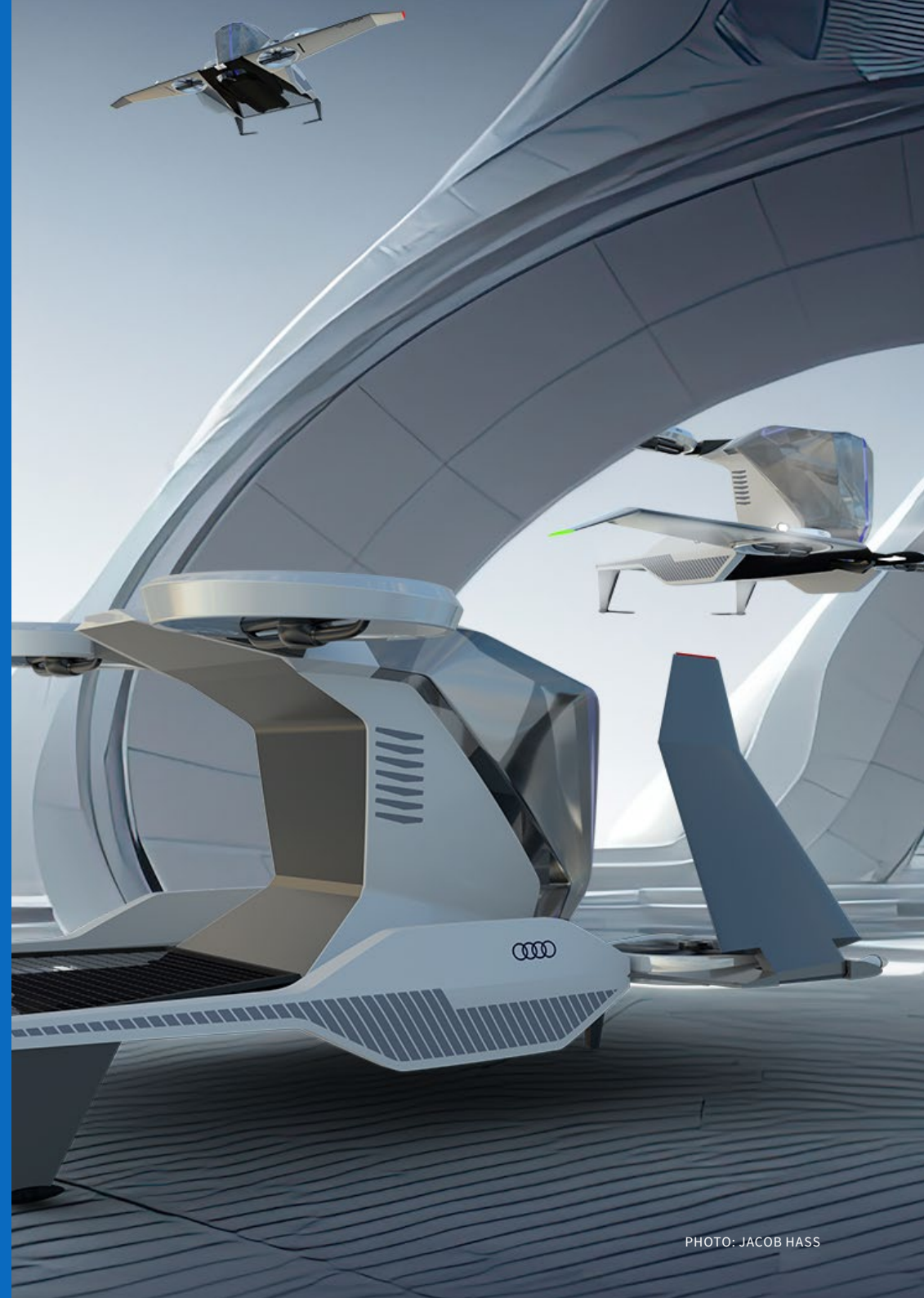
About Hof University

Founded in 1994 as a Bavarian state university, Hof University of Applied Sciences offers a very attractive study environment with its modern architecture and state-of-the art facilities. Practice-orientation, internationalisation and graduate employability are at the heart of teaching and research at Hof University.

German students and international students from more than 60 countries learn together on our open-minded, intercultural campuses in Hof, Münchberg and Selb. Exciting student initiatives (e.g. eSports, Fairtrade Group or Formula Student) make student life even more interesting.

All professors and lecturers have a strong academic background as well as practical experience in the industry. As a result, graduates of Hof University are ideally prepared for the domestic and international labor markets.

Located at the top of Bavaria, Hof, Münchberg and Selb are safe and cozy towns in the heart of Europe with all amenities of a university town. Their green surroundings are ideal for all outdoor activities, and major cities like Berlin or Munich are within easy reach.

WHO can I contact
with further questions?

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