



**Royal  
Academy of Art  
The Hague**

**Bachelor Inter-  
active / Media /  
Design**

'Home in a Bag' by Diego Grandry  
and Marie Cantenys, 2018

**[www.kabk.nl](http://www.kabk.nl)**

# Bachelor Interactive / Media / Design

Royal Academy of Art, The Hague (KABK)

BA Interactive / Media / Design  
full-time

**Study duration**  
4 years

**Department head**  
Janine Huizenga

## Teachers 2018/2019 (selection)

- Adriaan Wormgoor
- Anja Hertenberg
- Anna Arov
- Arthur Elsenaar
- Bente van Bourgondiën
- Dave Willé
- Dennis Luijter
- Emma Pareschi
- Eric Kluitenberg
- Gert Dumbar
- Janine Huizenga
- Johan Gustavsson
- Jonah Lamers
- Jonathan Looman
- Lyndsey Housden
- Merel van 't Hullenaar
- Nick van 't End
- Pawel Pokutycki
- Raymond Taudin Chabot
- Renske van Dam
- Ronald van Tienhoven
- Shayna Schapp

## Tuition fees 2019/2020 (new students)

Statutory tuition fee: € 2083,- (ft)<sup>1</sup> / € 1041,-<sup>2</sup>

- <sup>1</sup> EEA students and non-EEA students with a legally registered EEA-partnership, asylum or refugee status.
- <sup>2</sup> EEA-students who enrol for a Bachelor programme in the Dutch Higher Education system for the first time, pay half price (only for the first year).

The institutional tuition fee is € 7.500.

This is the fee for students from outside the EEA and for students from the Netherlands or another EEA country who already have a Dutch bachelor or master's degree.

Full details on all tuition fees are published on [www.kabk.nl](http://www.kabk.nl)

# Human / Techniques

Within a few years, rapidly developing technology has created radically new and complex human, social and cultural patterns of behaviour. Not only the media change, but the way they impact every aspect of our lives. The Bachelor Interactive / Media / Design has responded to this situation by providing education for a new breed of design professionals. The I/M/D programme is for students who aim to influence society by designing meaningful interactivity between people, machines, systems, processes, societies and cultures – where 'human' is always the main factor.



Playful interactions, 2013

# Skills / Exploration

The structure of the programme can be divided into five major phases: skill development, advanced skill application, research development, exploration of the professional domain, and self-development. At the beginning of year two, you will start the fully personalised Individual Study Track (IST), which allows for in-depth exploration in a specific field of interest.

# Research / Future

During the programme there is a strong emphasis on research and self-development in order to create a solid and independent design identity. To this end, the students learn how to develop a critical and engaged understanding and standpoint towards social and cultural issues, with strong leadership and entrepreneurial skills. Emphasis is placed upon the development of high quality, traditional and digital design skills, while, at the same time, the promotion of aesthetic, ethical, social and cultural theory and sensitivity fosters an open, artistic approach.

“Our aim at I/M/D is to create and develop fields of design expertise which, while not yet defined, will be critical for the quality of life in the future.”

Janine Huizenga – Head of the Bachelor Interactive / Media / Design

# Royal / Rebellious

Founded in 1682, the Royal Academy of Art, The Hague is the oldest Academy in the Netherlands. The Bachelor I/M/D programme is still at a relatively young stage of development and is marked by openness to contemporary developments within the interactive media landscape and their impact on society as a whole. As a KABK graduate you will contribute to defining the design field of tomorrow.



Julia Sterre-Schmitz – TFitNS, video installation, 2017

# Royal Academy of Art, The Hague

The Royal Academy of Art, The Hague (KABK) is an academy for fine arts and design. In addition to numerous bachelor and master programmes, the academy offers preparatory courses and two part-time courses: Fine Arts and Photography. It is also possible to complete a Double Degree Fine Arts programme or a PhD in the Arts in collaboration with Leiden University.

## Bachelors

- ArtScience
- Fine Arts
- Graphic Design
- Interactive / Media / Design
- Interior Architecture & Furniture Design
- Photography
- Textile & Fashion

## Masters

- Artistic Research
- ArtScience
- Industrial Design
- Interior Architecture (INSIDE)
- Non Linear Narrative
- Photography & Society
- TypeMedia

For more information about our programmes visit [www.kabk.nl](http://www.kabk.nl) or find us via:



Data Funeral – installion video-IMD Burst Week, 2017