

# Student Information Guide

2020 | 2021

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**WILLEM DE KOONING ACADEMY**  
Rotterdam University of Applied Sciences



# We welcome you!

Dear student,

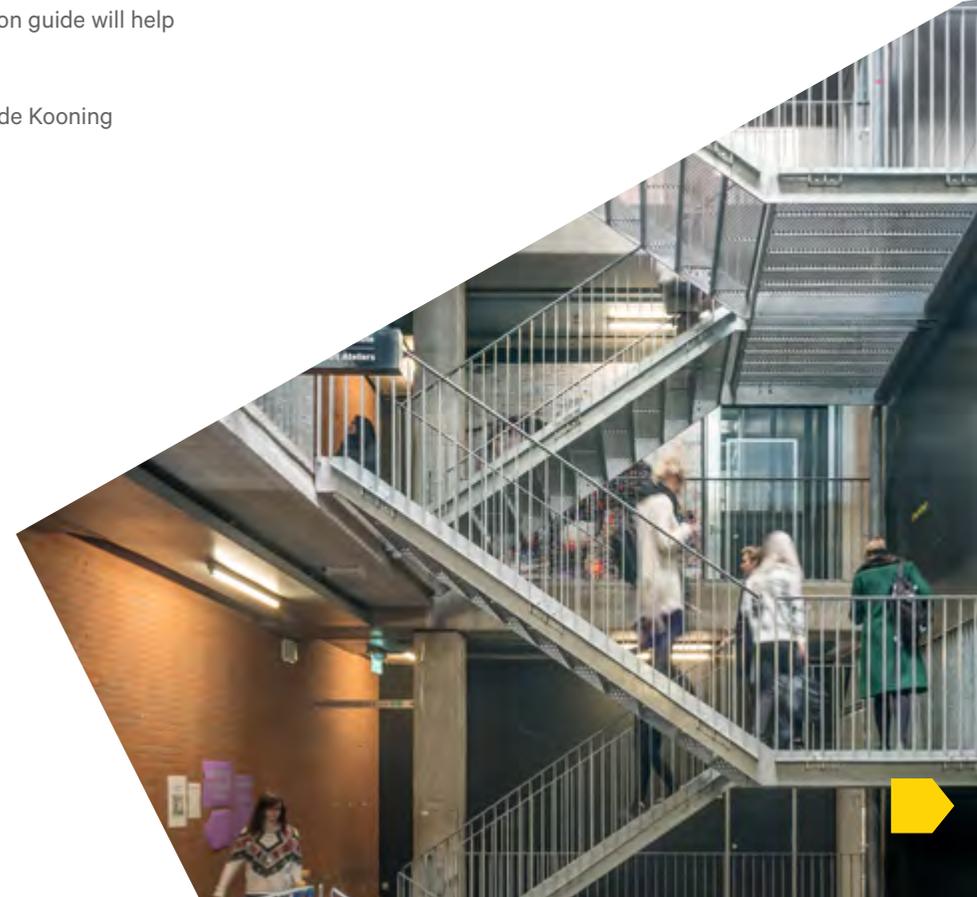
We are honoured to welcome you to the Willem de Kooning Academy. We hope that your educational journey with us will allow you to find your path toward your own ambitions. The Willem de Kooning Academy is located in the heart of Rotterdam, a city known for its vibrant art, design, and architectural environment. Rotterdam is of course also one of the main cities of the Netherlands. By immersing yourself in this new environment, you will encounter new cultures, new customs and a new language. These will serve you as a mirror in which you might see yourself and your own culture more clearly. We hope that most of this discovery will be enjoyable, and we want to help you navigate whatever aspects might prove more challenging.

To help you prepare for this journey, we have gathered relevant information about studying and living in Rotterdam, also including useful general information about the Netherlands. Hopefully, this compact student information guide will help you prepare for your arrival and guide you on your first steps here.

We look forward to meeting you soon, and we wish you an inspiring and successful time at the Willem de Kooning Academy and in the Netherlands!

**“Ah, the creative process is the same secret in science as it is in art. They are all same absolutely.”**

JOSEF ALBERS



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# Pre-departure

## IMMIGRATION PROCESS

Students from outside the EU / EEA (European Economic Area) and Switzerland who wish to follow a bachelor-level programme, are required to obtain a Dutch study residence permit.

By now, you should have already been contacted by the Centre of International Affairs (CoIA) with information regarding the visa procedure and the steps to take.

Keep in mind: you need to determine yourself which permit or visa rules are relevant for you. For more information and contact details, please consult the following web page: <https://www.rotterdamuas.com/study-information/practical-information/Visa-Application-Process/>

## HOUSING

Finding a room in the Netherlands can be quite challenging. We advise you to start as soon as possible, since it can take a couple of months to find suitable housing. Student housing is not arranged by the University. There are some reserved rooms for our yearly incoming students. However, the amount of rooms is very limited.

The housing office for international students reserves approximately 220 rooms per year from *the Stichting Studenten Huisvesting* (Foundation for Student Housing, SSH). For those who are not eligible for SSH rooms, the housing office will provide you with clear and honest information about how to find a room on the private market. See the web page alternative housing providers: <https://www.rotterdamuas.com/study-information/practical-information/Student-Housing/>

## HEALTH INSURANCE

The Netherlands has a high standard of medical care. To make sure that every student is able to get the medical care they need, it is mandatory for international students in the Netherlands to purchase health insurance. International students are not automatically insured, they must arrange their own insurance. The type of health insurance that applies to you depends on your country of origin, your age, the length of your stay, and whether you have a job in the Netherlands alongside your studies. <https://www.rotterdamuas.com/study-information/practical-information/health-insurance/>

You can use [this flowchart](#) to find out what kind of health insurance you will need. You can also find all relevant information on this web page.

## FINANCES: LIVING IN THE NETHERLANDS

Studying abroad is an investment in your future. If you wish to study abroad, you will need to consider the costs involved, such as tuition fees and daily costs of living. In some cases, you may be eligible for a scholarship. To cover your living expenses, such as housing, food, health insurance and transportation, you should expect to spend approximately € 700 - € 1,000 a month, excluding your tuition fee.

The costs are roughly as follows:

### Costs per month

Accommodation	€ 300 - € 600
Food	€ 150
Going out / sports	€ 100
Telephone	€ 30
Health insurance	€ 80 - € 100
Public transport	€ 40 - € 100

Please consult this web page for further information:

[www.rotterdamuas.com/study-information/finance/](http://www.rotterdamuas.com/study-information/finance/)



# After arriving in the Netherlands

## REGISTRATION WITH THE MUNICIPAL GOVERNMENT

If you are staying in the Netherlands for more than 4 months, you will need to register with the municipal government as a new resident of the municipality where you are living. This register is called the Personal Records Database (*Basisregistratie Personen*, BRP).

Registration procedures and regulations may vary from one municipality to another. It is best to contact either your higher education institution, or the municipal government directly. They can inform you about the specific registration procedure, including which documents you need to submit (a valid passport, your rental contract, etc.).

Everyone in the Netherlands has a personal registration number: **the Citizen Service Number (Burgerservicenummer, BSN)**. This number is assigned to Dutch citizens at birth; international students living in the Netherlands are assigned one after registration in their municipality.

With a BSN you can apply for a **DigiD** ('Digital Identity'). A BSN and DigiD are required to open a bank account, to purchase health insurance, to apply for benefits or allowances, and for other public services.

## OPENING A DUTCH BANK ACCOUNT

You should have no problem obtaining cash from your overseas account using an ATM (Dutch: geldautomaat). All ATMs can be operated in English, and accept a wide range of debit and credit cards.

The amount you can withdraw, and any extra service charges, will depend on what kind of account you have. There should be no charge if you are using a card from one of the Eurozone countries (the UK is not one of these countries).

<https://www.rotterdamuas.com/study-information/practical-information/open-a-dutch-bank-account/>

## GETTING A MOBILE PHONE OR SIM CARD

You should have no problem obtaining cash from your overseas account using an ATM (Dutch: geldautomaat). All ATMs can be operated in English, and accept a wide range of debit and credit cards.

The best-known Dutch telecom providers are KPN, Vodafone, T-Mobile, Tele2, Hi, Telfort, and Ben. There are numerous provider shops in the city centre of Rotterdam where you can buy a SIM card. You can also purchase a SIM card online; however, most websites are in Dutch only.

## TRANSPORT

Public transport in the Netherlands is well organised. However, if you are new here, you might need some extra tips. There are many ways to get around in Rotterdam. You can go on foot or by bike, but public transport is an easy way to get from A to B.

Rotterdam has tram and bus services operating throughout the city and its surroundings. Rotterdam also has two (mostly underground) metro lines, one from North to South and another from East to West.

You will need to purchase a smart card, the OV-Chipkaart. Provided that you have at least a minimum amount of credit stored on the smart card, you will be able to pass through the entry gates of all train and metro stations. The smart card is contact-less, with a detection distance limited to 100 mm to prevent erroneous charging. At the exit, the card will be re-read and the fare deducted. The same principle also applies to metro, tram and bus trips throughout the rest of the Netherlands, where the same card is also valid.

**Bicycles:** To get around quickly, easily and cheaply, you should consider buying a bicycle (Dutch: fiets) and a good quality bicycle lock. A second-hand bicycle in reasonable shape will cost you approximately € 150. Second-hand bicycles can be bought at most bicycle shops and at the bicycle parking garage at the Central Station. You can also hire a bike, using various services such as Swapfiets.

### Tram lines to the Willem de Kooning Academy from Rotterdam Central Station:

Line 21 towards De Esch  
Line 24 towards De Esch

### Bus line to the Willem de Kooning Academy (Blaak station bus stop):

Line 32



## WORKING IN THE NETHERLANDS

As an international student in the Netherlands, you may wish to work alongside your studies or internship. Which rules apply to you will depend on your situation. You will find the rules for each situation described below.

**Citizens of an EU / EEA country** If you are a citizen of an EU / EEA country, you are allowed to work in the Netherlands. A work permit is not necessary. The conditions below then do not apply to you.

### Citizens of a non-EU/ EEA country

If you are a non-EU and non-EEA international student, you will need a work permit (TWV, Tewerkstellingsvergunning) in order to be allowed to work in the Netherlands. It is not up to you, but up to your employer, to apply for a TWV. Your employer can find all information about the procedure here (available in Dutch only).

### How to obtain a work permit

For international students seeking to work part-time alongside their studies, there is a simplified application procedure. In that case the Dutch national Employee Insurance Agency (UWV) is not required to conduct all of the background checks stipulated in the Foreign Nationals Employment Act (WAV, Wet Arbeid Vreemdelingen). This means that, in order to submit the application, you only need to provide the terms of employment (with a competitive regular salary), and a copy of your passport and/or residence permit.

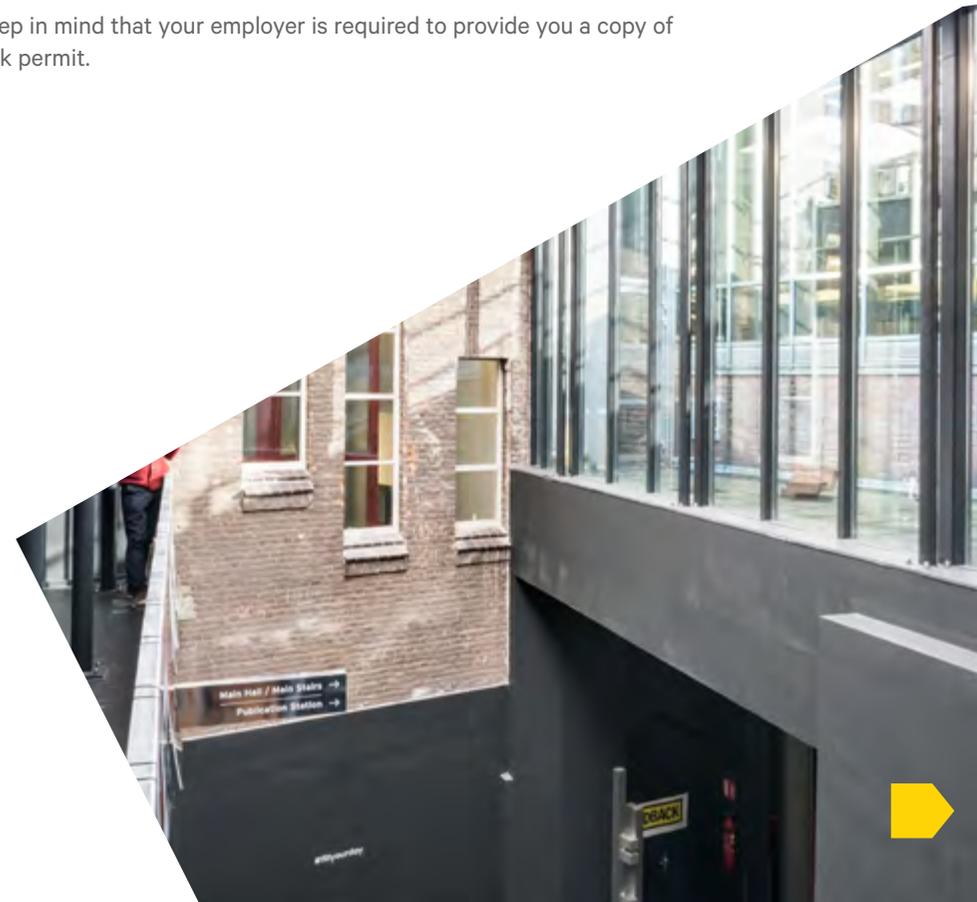
Employers are not always aware of this simplified procedure, and may therefore be wary about applying for a work permit. Also note: there are no costs involved in submitting the application for a work permit.

### Further conditions

Once you have your TWV and start working, the number of hours you are allowed to work is restricted. You may either work full-time in June, July and August only, or work part-time (no more than 16 hours a week) throughout the rest of the year. You are not allowed to do both.

Your work permit will be issued for a maximum duration of one year. After one year, a new application must be submitted; an extension is not possible.

**Note:** keep in mind that your employer is required to provide you a copy of your work permit.



# Living in Rotterdam, the Netherlands

Everything seems possible in Rotterdam. The typical Rotterdam mentality and DNA are best captured in words such as: international, entrepreneurial, raw, and straightforward.

Rotterdam is the second-largest city in the Netherlands, and one of the biggest ports in the world. The city has a population of 644,373 inhabitants.

It is a dynamic world city, internationally known as the 'gateway to Europe'. Our port is the hub of Europe's maritime cluster. Thanks to our many internationally acclaimed knowledge institutions, a flourishing international business community, high-quality culture and architecture, a wide range of entertainment and leisure options, and a very diverse population, Rotterdam offers everything in one single package.

Rotterdam is a city of innovators, pioneers, and people with the courage and will to drive change. Business, innovation and experimentation are all part of the city's DNA.

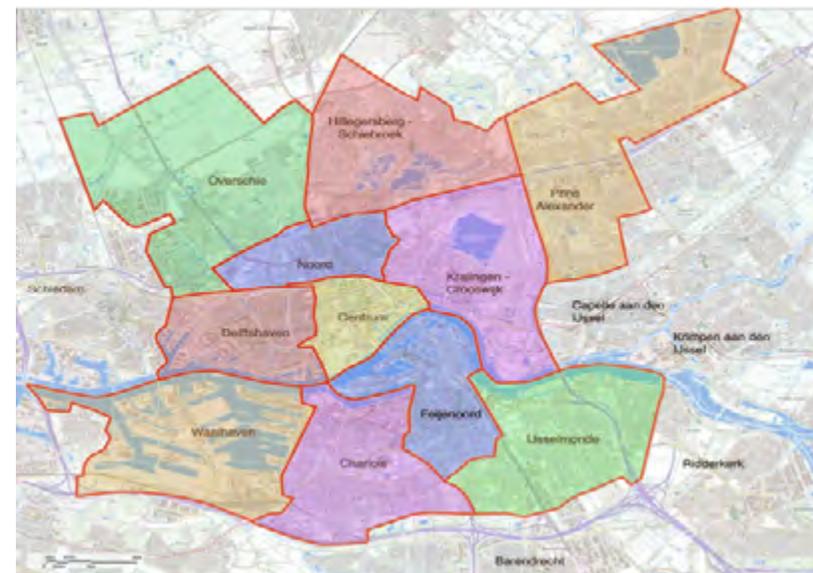
Rotterdam offers a thriving and exciting cultural infrastructure – something that is absolutely essential for high-quality education in the arts, allowing you to study in an environment that will continually challenge your talents and capabilities, offer you alternatives, inform you, and inspire you.

Rotterdam is widely acclaimed as being culturally innovative, internationally oriented, cosmopolitan and multicultural, eager to host large-scale cultural manifestations, and interested in experimentation.

Naturally, the WdKA collaborates with many cultural institutions and businesses in the city – and thus with many of our own alumni, who have found work and a source of inspiration in Rotterdam's cultural sector.

Rotterdam is also famous for its festivals, a great night life, and plenty of shops that are open 7 days a week. In addition, Rotterdam is well-known for its modern architecture, which you can find throughout the city. The Erasmus Bridge and the Cube Houses are great examples of this modern industrial design. All sights in Rotterdam can be reached by means of a quick and cheap public transport system.

For more information about Rotterdam, see: <https://en.rotterdampartners.nl/> or <https://en.rotterdam.info/>



# Studying at the Willem de Kooning Academy

At the Willem de Kooning Academy, we generate a setting in which students can develop and broaden their interests. Students can choose different ways of working, the type of assignment that suits them best, and even their own style of learning and talent development.

You will find the Willem de Kooning Academy right in the heart of the design city of Rotterdam. The academy is part of the multi-sectoral Rotterdam University of Applied Sciences (RUAS), a dynamic knowledge institute for higher professional education.

Students of the WdKA not only choose a particular major course – let's say Advertising – but also graduate in a professional context, which we refer to as 'Practices'. We offer three of these graduation profiles: Autonomous, Social and Commercial Practices.

Students can also follow an honours programme and/or supplement their graduation specialisation with an exchange programme at an academy or university abroad. This gives them the opportunity to adapt the academy's curriculum to their own preferences and to the development of their own talent.

The academy recognises the clear added value of an 'international classroom': this contributes to the international profile of the academy and enhances its reputation, which in turn facilitates the recruitment of international talent.

Another reason for this choice is that the contemporary professional field requires professionals with international competencies and 21st-century skills. Even for students who do not intend to work in a foreign country, these skills are essential.

Needless to say, we also consider it essential for our teaching staff to possess or develop these skills, whether through training or by working for a period as a guest tutor at one of our partner institutes. Finally, students are provided with optional modules for improving their English-language skills.

In order to better facilitate the integration of international students, the WdKA has decided to teach all programmes fully in English since September 2016. It is important to note that this shift toward the use of English is not a goal in itself, but a means.

## START OF THE ACADEMIC YEAR

What is it going to be like, to study at the WdKA during this pandemic? To gain a better understanding of how we will be teaching during the upcoming year, please keep an eye on [this](#) web page. Detailed information regarding the start of the academic year will be e-mailed around the end of July.

## LANGUAGE

All of our courses are officially taught in Dutch. However, we also have international classrooms, which means that whenever there are international students present, our teachers will speak English.

We still advise you to learn some Dutch for personal use, as it will make your stay in the Netherlands more pleasant and convenient (for a Dutch language course, see for example: [www.albeda.nl](http://www.albeda.nl)).

## MAJORS

### Advertising

The WdKA is the only Dutch art school with a major specialisation in this field. You will learn to become an all-round advertising or conceptual creative, the linchpin between interdisciplinary creatives and clients. You have a strong vision, passion and drive, and are always 'on the ball' with the latest news, art, brands, and trends. You have a flair for communication and media strategies and a knowledge of creative technical possibilities.

You will explore and analyse complex issues before developing and thinking through strategic creative concepts. It doesn't matter where, how or in which medium an idea is expressed; you always have to start with a good idea!

### Animation

Animation can be found everywhere, not only in films and television series but also in games, VR, apps, commercials, simulations, educational materials, museums, and the public space. A wide variety of tools are used today, including 2D drawn animation, 3D CGI, stop motion, and digital cut-out. At the start of the study programme, students are introduced to a variety of applications and tools, while building a foundation of knowledge, skills and attitudes that transcends any one specific technique or software package.

### Audio-Visual Design

Audio-visual media play a key role in providing information, in education and in entertainment. The WdKA's major specialisation Audio-Visual Design teaches you to design using image and sound. You will be learning audio and camera techniques, software techniques, production methods and concept development. The assignments you will be working on will partly be defined by a client, and partly by your own areas of interest. You will develop your own visual language, and will learn to work collaboratively within a team. You will be learning to pitch and to communicate your ideas to clients, to a crew and to the public.

### Fashion Design

Fashion designers work from the perspective of a creative and critical vision of contemporary developments in fashion and society. Fashion is also about visual communication: how do you communicate your designs through various media? As a student of the WdKA's Fashion Design department, you will learn to define and discover trends, and to respond to the market needs of consumers. You will be exploring concepts such as shape, colour and material. You will be working on actual articles of clothing, collections and all-round presentations. Starting from the perspective of the human body, of actual people, you will explore how clothing and fashion actually work. You will learn how to design interdisciplinary and cross-media collections.

### Fine Art

Studying (De)Fine Art at the WdKA means learning to define and redefine what art is – or can be – in relation to society. Our BFA department is called Autonome Beeldende Kunst, which translates as 'autonomous visual art', a specific field of contemporary art. 'Autonomous' in this context means self-directed. Our department focuses on the fact that we as humans exist together, in constant communication (both visual and linguistic). We share an awareness of the influence of concepts and language in relation to images. At the Fine Art department, we stimulate you to develop your own forms of generating meaning, and to constantly (re)determine these under the influence and the expression of perception, memory and imagination. An area in which art is positioned in relation to society – while still being able, and still daring, to make space for new, incomplete, dis-articulated forms of imagination and expression; an area where you can – and will need to – redefine the rules and shapes of what art can be.

### Fine Art & Design Teacher Training

After completing this full-time course, you will be qualified to teach art subjects in secondary education, as well as mid-level and higher professional education. You can also find employment as an educator for a cultural institution. This programme is provided in Dutch only.

### **Graphic Design**

Graphic designers want to communicate: to shape the provision of information using words and images, and to tell a story to a specific audience through a variety of media; to design identity and to interact with users. As a graphic designer, you will connect your own areas of interest and observations to those of your clients, other designers, and the public. Your goal is to have a presence wherever communication is needed.

### **Illustration**

At the WdKA's Illustration department, you will be trained as a visual specialist who interacts with an audience in an artistic, innovative and clear way. You will be working in flexible partnerships where experts, amateurs and audiences all participate in the same creative process. This will result in illustrative works that can be found in a wide variety of forms and in many different contexts. Examples include publications, animations and games, but also product designs, exhibitions and events. Lifestyle Transformation Design  
Our world is constantly changing, and so is our way of life. But can we also change the world through our lifestyle? As a Transformation Designer, you know that this is possible, and how important it is to meet these challenges. We need to change our way of living in order to ensure that the world remains a great place to live and work.

### **Photography**

You relate to the world through (photographic) images, and as a professional photographer you will learn how to work with this powerful visual language. By enhancing your knowledge of photography through skill-oriented instruction classes, experimentation, and in-depth study and dialogue, you will learn to question assumptions about photography and use this knowledge as a starting point for new and meaningful work.

### **Product Design**

Product Design is about constantly examining the relationship between products and their users. There are all kinds of products and they are everywhere, from the purely functional to those that make a statement. At its core, product design is all about questioning and redefining that which already exists. This is why product designers develop meaning and think about appearance.

Emerging technologies have already triggered fundamental debates on the future of well-established ideas regarding product design, the use of products, and the product economy. The widespread application of new methods of distribution and production is now providing major new opportunities for today's product designers.

### **Spatial Design**

Cities, buildings, interiors: all of these have a huge impact on how we experience the world. In spatial design, we consider the urban environment as well as indoor and outdoor spaces on a small and large scale. It is a discipline that creatively combines cultural and artistic awareness, social engagement, economic responsibility and technical insight.

### **Leisure & Events Management**

You are creative and inspired, economically driven and practical. You are at the centre of a buzzing cosmopolitan city with infinite opportunities for young talent. You are at the heart of regional development: life, work, recreation, sports and entertainment. Conquer Rotterdam and you conquer the world! In today's market, characterised by a combination of increasing consumer expectations and decreasing financial possibilities, there is a clear need for leisure managers who can produce and deliver. Leisure managers with a 'hands-on' mentality, who are able to take on an entire process from initial development to roll-out, based on a well-considered strategic vision.

### **RASL Double Degree**

Are you artistically or musically talented, and at the same time thirsty for academic knowledge? You can now choose between a number of complementary, in-depth, and artistic interdisciplinary study paths. The Erasmus University Rotterdam (EUR), the Willem de Kooning Academy (WdKA) and Codarts University for the Arts offer you the possibility to combine theory and practice within a five-year Double Degree programme (300 ECTS). Students completing the RASL programme obtain two bachelor degrees: one from the EUR (Bachelor of Arts or Bachelor of Science) and one from Codarts or the WdKA (Bachelor of Music or Bachelor of Arts).

# Practices

In addition to studying within your own professional discipline (such as advertising, product design or photography), you will also be studying and graduating in the context of interdisciplinary practices: autonomous, commercial or social. Each of these graduation profiles in turn addresses four different 'challenges' (such as hacking, branding, or cultural diversity). During your studies, you will be finding out which of these practices suits you best (what type of a designer am I?) and which related challenge most appeals to you. This will allow you to broaden your horizon and strengthen your profile as an artist, designer or educator in the context of a changing world.

## STRUCTURE

- In year one, students are provided a general introduction to all three graduation profiles (Practices) during term 1.
- In year two, students are given the opportunity to familiarise themselves with two of the three graduation profiles during term 2.3.
- In year three, students further deepen their knowledge and skills of one of the graduation profiles and the challenge of their choice during term 3.1
- In year four, students further deepen their knowledge and skills within the graduation profile and challenge of their choice (which they have chosen in year 3), during terms 4.1 (minor) and 4.2 (graduation).

## POSITIONING OF WDKA PRACTICES

The study and practice of arts and design in the 21st century need to address a variety of new and urgent issues: limited resources and sustainable development, new ecologies and economies, new demographics and political struggles. These are not merely new themes to be addressed and reflected upon; they are redefining the very way in which artists, designers and educators work.

Old hierarchies and traditional notions of authorship and ownership are quickly crumbling, making way for new forms of collaboration and transdisciplinarity in which communities, self-organisation and networks play a crucial role. The majority of creative careers are no longer defined by clear-cut and predefined professions. Creatives are increasingly required to invent their own new fields of work, along with the new practices and new forms of knowledge they are busy developing.

This means that we will need to educate students with artistic and designerly competencies that will equip them with the practical, intellectual and collaborative tools needed to position themselves in this open field.

In line with these paradigm shifts, the Willem de Kooning Academy identifies a number of fundamental changes in autonomous, social and commercial art and design practices:

**Autonomous Practices** are transitioning from studio art within the gallery and museum system, toward self-organised spaces and initiatives. Some of these are no longer easily identifiable as art or design projects, yet all of them radically experiment with what art and design is, what self-organisation and autonomy mean, and how these can be achieved.

**Social Practices** are transitioning from art as a means for conventional pedagogy and social work, toward social design as a political act that challenges and reshapes dispositions of power. In the new social practices, art and design projects become direct interventions into society and politics.

**Commercial Practices** show a transition from designers employed in traditional businesses, toward creatives as entrepreneurs in the 'next' economy. Through experiments with making and designing, and explorations into untapped markets and unknown audiences, this 'next' design aims to create new values for future economic scenarios.

In all three graduation profiles (Practices), artists and designers encounter a much broader playing field than that of traditional artistic professions. The main difference between art schools and other forms of education (including most university design faculties) lies in the speculative and critical attitude of students and teachers, and their artistic and aesthetic competencies. We do not merely or opportunistically embrace the changes described above; rather, we engage these changes with our own visions, designs and creations. We strive for innovation in the true, radical sense of the word.



# Learning route

**The structure of the curriculum:** All competencies have been calibrated and applied within all modules in the form of learning outcomes, as well as specific knowledge, attitudes and skills, all of which serve as building blocks for developing the given competencies. The chart below illustrates the progression of modules and the relative weight of ECs throughout the four-year programme. These modules, covering both theory and practice, lead up to and include graduation. In the Stations, the station instructors provide education in skills and promote research through making; they work in synthesis with the modules and tutors, and also promote self-directed study. Providing a rich array of facilities, from digital to traditional crafts, the Stations are integral to the learning process and the curriculum.

Course/Project	EC	Assessment method	Term description
<b>Term 1.1</b>			
Major	18	Oral and visual presentation based on assignments	Start Major, focus on gaining disciplinary knowledge and skills, learn to think conceptually in a professional context.
Major Theory	6	Paper based on assignment	Theoretical framework of discipline in relation to the project, and start with reflection on subject matter.
Plusweek 1.1	4	Evaluation of Plus plan	Additional learning activities in a self-directed programme consisting of self-initiated learning activities and electives.
<b>Term 1.2</b>			
Practice P1	9	Reflection on workshops	Introduction to the attitudes, content and methodologies of the Autonomous, Social and Commercial Practices.
Practice Theory	3	Paper based on assignment	Focus on contemporary theoretical frameworks in conjunction with the Practices
<b>Term 1.3</b>			
Major	9	Oral and visual presentation based on assignments	Second Major Project, acquisition of the necessary knowledge and skills to enter the second year.
Major Theory	3	Paper based on assignment	Focus on the disciplinary theoretical framework in relation to the project, and start with reflection on subject matter.
Plusweek 1.3	2	Evaluation of Plus plan	Additional learning activities in a self-directed programme consisting of self-initiated learning activities and electives.

Course/Project	EC	Assessment method	Term description
<b>Terms 1.1, 1.2, 1.3 / year</b>			
Study Career Coaching	2	Participation and deliverables	Development of professional competencies: independently research, determine and justify study choices.
Electives	4	Oral and visual presentation based on assignments	Electives are short projects in which students are introduced to the content and methodology of the Practices, specific skills in the Stations or short practice-based projects.
<b>Term 2.1</b>			
Major	18	Oral and visual presentation based on assignments	Third Major Project, focus on gaining necessary professional knowledge and skills, and working conceptually in a professional context.
Major Theory	6	Paper based on assignment	Theoretical framework of discipline in relation to the project, start of developing personal perspective on the subject matter.
Practice Theory	3	Paper based on assignment	Focus on contemporary theoretical frameworks in conjunction with the Practices
Plusweeks 2.1	4	Evaluation of Plus plan	Additional learning activities in a self-directed programme consisting of self-initiated learning activities and electives.

Course/Project	EC	Assessment method	Term description
<b>Term 2.2</b>			
Major	8	Oral and visual presentation based on assignments	Fourth Major Project introduces relevant contemporary disciplinary aspects, and learns to apply knowledge and skills in complex contexts.
Major Theory	3	Paper based on assignment	Theoretical framework of discipline in relation to the project, continuation of developing personal perspective on the subject matter.
Competency Assessment 2	1	Portfolio; Visual and oral presentation; Interview	First overall reflection on and assessment of the competence level of each student as acquired after 4 terms of the bachelor's programme.
<b>Term 2.3</b>			
Practice P2	9	Oral and visual presentation based on assignments	Preparation of Practice year 3, investigation of engagement & identity as an artist or designer by studying in two different Practices.
Practice Theory	3	Paper based on assignment	Theory programme focuses on contemporary theoretical frameworks in conjunction with the Practices.
Plusweek 2.3	2	Evaluation of Plus plan	Additional learning activities in a self-directed programme consisting of self-initiated learning activities and electives.

Course/Project	EC	Assessment method	Term description
<b>Terms 2.1, 2.2, 2.3 / year</b>			
Study Career Coaching	2	Participation and deliverables	Focus on academic progress, independent working attitude, ambitions, motivation, personal and professional qualities.
Electives	4	Oral and visual presentation based on assignments	Electives are short projects in which students are introduced to the content and methodology of the Practices, specific skills in the Stations or short practice-based projects.
<b>Term 3.1</b>			
Major	12	Standalone visual presentation based on assignments	Fifth Major Project, parallel to the Practice project, focus on preparation for professional context. Students apply knowledge and skills in complex disciplinary contexts; students converge to a specific position in the disciplinary field
Practice	9	Standalone visual presentation based on assignments	Specialisation: choice of one within the Practices to deepen Art & Design profile, project in conjunction with stakeholder, partner or real world context.
Practice Theory	3	Paper based on assignment	Theory programme focuses on contemporary theoretical frameworks in conjunction with the chosen Practices.
Competency Assessment 3	1	Portfolio; Visual and oral presentation; Interview	Second overall reflection on and assessment of the competence level of each student as acquired after 7 terms of the bachelor's programme.
Plusweek 3.1	4	Evaluation of Plus plan	Additional learning activities in a self-directed programme consisting of self-initiated learning activities and electives.

Course/Project	EC	Assessment method	Term description
<b>Term 3.2/3.3</b>			
Major([De]Fine Art)	28	Oral and visual presentation based on projects	Fine Art: participating in group studio, working on self-directed projects, or internship.
Presentation ([De]Fine Art)	1	Standalone visual presentation based on assignments	Wat mag hier??.
Internship mandatory for design and optional for Fine Art	28	Overall assessment by the internship tutor at the WdKA, based on the studio evaluation, a studio visit, student presentations at 3 group sessions at the academy and the internship report.	Work in professional context, learn the scope of a design or art practice, apply knowledge and skills, and investigate chosen position..
Internship report	1	Written internship report	Wat mag hier??.
<b>Terms 3.1, 3.2, 3.3 / year</b>			
Study Career Coaching 2	3	Participation and deliverables, most notably the Creative Business Assignment during internship.	Increased emphasis on orientation towards future profession and development of a professional attitude.

Course/Project	EC	Assessment method	Term description
<b>Term 4.1</b>			
Minor Practice Project	13	Standalone and public visual presentation based on assignments	Minor within one of the themes of Autonomous, Social or Commercial Practices; problematising and strategising in complex professional situations and societal and economic challenges.
Minor Research Project	13	Research report document	Research Paper in relation to the theme of the Minor, related to the development of the work and methodology.
Plusweeks 4.1	4	Evaluation of Plus plan	Definition of research question for graduation project.
Term 4.2/4.3			
Competency Assessment 4	14	Portfolio; Visual and oral presentation; Interview	The third and qualifying Competency Assessment
Research Project	7	Research report document	Documentation of the research, theoretical findings and connection to physical practice-based research.
Practice Project	7	Standalone and public visual presentation of exam work	Graduation with a final project as an Artist, Designer or Educator within one of the three Practices.
<b>Terms 4.1, 4.2, 4.3 / year</b>			
Study Career Coaching	2	Participation and deliverables	Professional competencies: orientation to future profession and professional attitude.
Total Number of Credits	240		

# Stations

## CREATING PROTOTYPES, EXPERIMENTING, REMIXING AND IMPROVING YOUR IDEAS

All of the Willem de Kooning Academy's students and staff members are welcome to work in our Stations, regardless of their major specialisation, minor, elective module or study year. The Stations are where you can explore the viability of your ideas and find out how to turn them into fully-functioning creations.

Dig in and get your hands dirty! Study, explore and experiment with tools, techniques, materials and equipment. Find support and inspire others by collaborating with fellow students, tutors and instructors. Bring your assignments and your independent projects to life in the Interaction Station, the Image & Sound Station, the Publication Station, the Material Station, the Fabric Station, the Drawing Station, the Research Station, the Education Station and the Business Station.

## WHAT IS A STATION?

Students, instructors and tutors work in and around the Stations: main central hubs which provide students with specific knowledge as well as the necessary high-quality tools and instruments. The opening hours of the academy are defined by those of the Stations. Stations are not the exclusive 'property' of any specific major specialisation or graduation profile (the Practices): rather, they function as a crossroads, a meeting place for students and tutors from various disciplines and academic years. At the Stations, you will find the facilities and expertise required in order to carry out your work. The expertise available in the Stations covers software, hardware, technology, equipment and machinery. Tutors, instructors and student assistants are present in the Stations all day long – and also in the evenings – in order to assist you.

## WHAT CAN YOU DO AT A STATION?

You will follow classes and receive technical instructions while working on your regular quarter projects. Outside of these projects, you can also work independently in the Stations. You can also choose from a broad range of instruction sessions and courses. These will allow you to familiarise yourself with specific technologies and equipment, so that you can learn to use them in ways that are uniquely your own. You can learn techniques that are of particular interest to you, and develop skills that are interesting, relevant or complementary to the projects that you have chosen.

## THE STATION AS A KNOWLEDGE DOMAIN

Research of new developments and innovations in the fields of technology, art and design also takes place in the Stations. The application of new technologies is constantly and critically examined here, while students increase their awareness of current technologies and learn how to make well-founded decisions on how to apply these technologies. This approach is entirely in line with the premise that students at the academy learn by doing, and then by reflecting upon what they have done. The Stations are environments that encourage and facilitate making and doing, and of course also thinking. You will be working not only with your fellow students and tutors from your own major specialisation, but also with students and tutors from other majors and other study years. Here you will find the state-of-the-art facilities and expertise required in order to carry out your work. Software, hardware, technology, equipment and machinery: you name it, we have it!

<https://www.wdka.nl/stations>

# Facilities

Please note that all students must carry a student identity card, to be shown upon request. A student identity card is also required to access our buildings and for borrowing books from the library.

## LIBRARIES

The nearby Municipal Library has a vast collection of books, audio-visual materials, periodicals and newspapers. You can also reserve one of the many study rooms (through MyWdKA) where you can study undisturbed and in peace for a few hours. At the Research Station in the Wijnhaven building there is also a library, where you can borrow books and magazines.

## COMPUTERS

Your account details will be sent to you by mail before your arrival. With this account, you will be able to use the computers located in the Willem de Kooning Academy's buildings, and also to make use of e-mail and internet facilities.

## COPIERS

The copiers in the buildings are available to all users. Payment is done using your student card.

## LOCKERS

At various locations inside the buildings you will find lockers, which can be opened by following the instructions printed on the front. Payment is done using your student card.

## RENTAL & SHOP

The Rental & Shop provides a service for students and staff members and is an online place to rent or borrow equipment (under certain conditions and requirements) for educational projects, both bachelor WdKA - and master PZI.

Visit MyWdKA - <https://mywdka.nl/> - to make an online reservation for equipment or an online purchase from our shop. An appointment will be made to collect your equipment or purchased items from our shop.

\*at this moment a pickup will be organised under Dutch COVID-19 RIVM regulations.

### Contact:

[wdka.rental@hr.nl](mailto:wdka.rental@hr.nl)

[wdka.shop@hr.nl](mailto:wdka.shop@hr.nl)

## SPORTS

The WdKA has made arrangements with the Erasmus University Rotterdam (EUR); our students can make use of The EUR's sport facilities for a fee of approximately € 75 per year (prices subject to change). During the month of September, students can try out sports facilities for free, and decide whether they wish to purchase a sports subscription card. This card allows students to use the EUR's sports facilities all year long, for example tennis, squash, fitness, aerobics and various team sports.

## THE WILLEM

The Willem de Kooning Academy has its own cafeteria: the Willem. The Willem provides hot and cold beverages, as well as sandwiches, salads and meals. You can pay using a bank chip card.

## ADVICE AND COUNSELLING

If you are experiencing any exceptional circumstances that are affecting your study progress, you are advised to consult your student counsellor. Negative exceptional circumstances include: psychological or physical illness or disability, dyslexia, relationship or family problems, pregnancy, violence, threat of home eviction, addiction, financial problems, concentration and motivation problems, fear of failure, etc. Positive exceptional circumstances include: participation in professional or Olympic sports activities, or administrative work in a student association; you are also advised to discuss any such special circumstances with your student counsellor.

There are walk-in consultation hours on Monday, Tuesday, Wednesday and Thursday between 9:30 and 10:30, for any quick questions or for help in filling in a form, for example regarding student loans and grants. You will find the office of the student counsellors at the end of the hallway next to the WdKA shop / rental. Room numbers: W.O.151 to W.O.153.

## SOCIAL LIFE

Once you are studying in Rotterdam, your time here will undoubtedly be enhanced by a healthy social life. Social contacts are very important, especially for exchange students arriving in a new country with a different culture. It is in fact the combination of this specific 'student culture' and a new 'educational culture' which makes a period of study abroad so worthwhile.

One of the best ways to get in touch with other students is to visit one of the many student associations in Rotterdam.

Student associations focus primarily on extracurricular activities. Here you will find students from all schools and departments. The associations usually have their own off-campus locations where members can meet. The various student associations of Rotterdam each have their own distinctive features.

The student association of the Rotterdam University of Applied Sciences is called RISA. For more information, see: <http://risarotterdam.nl>

## HOLIDAYS

In the Netherlands, not all holidays are celebrated in an equally exuberant manner. Christmas, for instance, is often celebrated within the family circle. The King's Birthday, on the other hand, is a feast that is celebrated in the streets. Thousands of people go out to enjoy the delicious food, the many live bands, and the stalls selling all kinds of (second-hand) goods.

### 2020 - 2021

Autumn	17 October 2020 – 25 October 2020
Sinterklaas	5 December 2020
Christmas break	19 December 2020 – 3 January 2021
Christmas Day & Boxing Day	25 & 26 December 2020
New Year's Day	1 January 2021
Spring half-term	20 February 2021 – 28 February 2021
Good Friday	2 April 2021
Easter	4 April 2021
King's Birthday	27 April 2021
Spring break (May)	1 May 2021 – 9 May 2021
Liberation Day	5 May 2021

For the official study recess dates, please log in to [MyWdKA](#)

# Contact / emergencies

## WILLEM DE KOONING ACADEMY

Physical address (two entrances):  
Blaak 10, 3011 TA Rotterdam  
Wijnhaven 61, 3011 WJ Rotterdam  
The Netherlands

Tel: (+31) (0)10 7944631

Postal address: P.O. Box 1272, 3000 BG Rotterdam  
Information desk: [wka.informationdesk@hr.nl](mailto:wka.informationdesk@hr.nl)

## ROTTERDAM CITY AND TOURIST INFORMATION

Tourist information: Rotterdam VVV  
Coolingsingel 195-197 (entrance on Binnenwegplein),  
Rotterdam

Tel: +31 (0)10 790 01 85  
<https://en.rotterdam.info/visitors-info/>

## HOSPITALS IN ROTTERDAM

### Central district

Havenziekenhuis (also travel clinic)  
Haringvliet 2, Rotterdam  
Tel: (+31) (0)10 404 33 00  
[www.havenziekenhuis.nl](http://www.havenziekenhuis.nl)

Erasmus MC  
's Gravendijkwal 230,  
Rotterdam Tel: (+31) (0)10 704 07 04  
[www.erasmusmc.nl](http://www.erasmusmc.nl)

### East district

IJssellandziekenhuis  
Prins Constatijnweg 2, Capelle a/d IJssel  
Tel: (+31) (0)10 258 50 00  
[www.ysl.nl](http://www.ysl.nl)

### North / central district

Sint Franciscus Gasthuis  
Kleiweg 500, Rotterdam  
Tel: (+31) (0)10 461 61 61  
[www.sfg.nl](http://www.sfg.nl)

### South district

Maasstad Ziekenhuis  
Maasstadweg 21, Rotterdam  
Tel: (+31) (0)10 291 19 11  
[www.maasstadziekenhuis.nl/en](http://www.maasstadziekenhuis.nl/en)

Ikazia Ziekenhuis  
Montessoriweg 1, Rotterdam  
Tel: (+31) (0)10 297 50 00  
[www.ikazia.nl](http://www.ikazia.nl)

## EMERGENCIES / HEALTH

Emergency telephone number: 112  
Local police, non emergency: 0900 8844

## FINANCES AND IMMIGRATION

Immigration and Naturalisation  
Service (IND)  
Tel: (+31) (0)900 123 45 61  
[www.ind.nl/en](http://www.ind.nl/en)

## TRANSPORT

**Public Transport Rotterdam**  
[www.ret.nl/?sc\\_lang=en](http://www.ret.nl/?sc_lang=en)

**Public Transport Planner**  
[www.9292.nl/en](http://www.9292.nl/en)

**Dutch Railways**  
[www.ns.nl/en](http://www.ns.nl/en)

**Schiphol airport**  
[www.Schiphol.nl/index\\_en.html](http://www.Schiphol.nl/index_en.html)

**Schiphol taxi**  
[www.schipholtaxi.info/English/index.html](http://www.schipholtaxi.info/English/index.html)

**Route planner**  
[www.routenet.nl/default.aspx](http://www.routenet.nl/default.aspx)

*Photography by Ossip van Duivenbode*