

# Information concerning the 2016 / 2017 entrance exam for the Applied Photography and Time-Based Media diploma programme at the Institute of Design

Dear candidate,  
Thank you for your interest in the Applied Photography and Time-Based Media study programme. You will find all relevant information for your application below.

We will review all portfolios submitted and select 20 candidates who will then be given design tasks as the second part of the entrance exam. Our main focus is on getting to know you, so this will not be a typical exam situation.

There's absolutely no reason to be nervous: this is your chance to show us – through your work – who you are, what you love, what you are enthusiastic about, what keeps you up all night, working, experimenting, trying and erring ...

In the end we will accept five candidates for our study programme. Only candidates who stand out for their unconventional, independent way of thinking and acting will have a chance of being selected. We will not judge your technical perfection at this point. So, don't be shy!

Prior to your application you may also show us your ideas in advance in a portfolio presentation. This has proven to be very helpful. If you are interested in this opportunity please make an appointment from November 2015 (applied-photography@uni-ak.ac.at).

Or you can choose to visit us on our **“Open House”** day on **22 October 2015** from **10:00 a.m. to 6:00 p.m.** – this will give you a chance to see how we work and to talk to students and teachers.

*„ ... the only people for me are the mad ones, the ones who are mad to live, mad to talk, mad to be saved, desirous of everything at the same time, the ones who never yawn or say a commonplace thing, but burn, burn, burn like fabulous yellow roman candles exploding like spiders across the stars ... “*

Jack Kerouac – „On the road“

Univ.-Prof. Matthias Koslik  
Head of Education  
Vienna, August 2015

BTW: If you have any questions, just ask! E-mail us at:  
applied-photography@uni-ak.ac.at

# Part 1

Register and submit your application documents on

## Monday, 22 February 2016

from 9:00 a.m. to 5:00 p.m. in the class for Applied Photography and Time-Based Media,  
Wiesingerstraße 6 / 6, A-1010 Vienna.

Your portfolio should include:

1. A CV in table format, with a self-portrait
2. A descriptive text outlining your project (about one page in A4 format) and – most importantly – your answer to the question:  
*What is “Applied Photography”?*
3. A selection of at least 20 samples of your own work (photographs, drawings, sketches and drafts) that show why you are especially suited for this study programme and prove your personal creative abilities.
4. Your “assignment”: Design a book / magazine / editorial with text and illustrations. Please be as creative as possible, this is not about technical perfection! We will accept copies, hand-written texts, texts written on typewriters... You can freely choose your topic, the more daring and original, the better!

Format, packaging and labelling of the portfolio:

- Each portfolio must include a table of contents with numbered entries.
- Please write your name and address clearly on your portfolio and your work samples; number your work samples to match the corresponding entries in your table of contents. Please make sure the format of your portfolio is between A3 and A2.
- Please pack your work samples flat.

We will announce the names of candidates who have been admitted to the written exam on

## Tuesday, 23 February 2016

at 5:00 p.m. The list will be put up on the notice board in the auditorium of the main building and published on our website: [applied-photography.at](http://applied-photography.at)

On Wednesday, 24 February 2016 and Thursday, 25 February 2016 from 9:00 a.m. to 1:00 p.m. at Wiesingerstraße 6 / 6, 1010 Vienna, application documents will be returned to candidates who have not been admitted to the written exam.

## Part 2

The written and practical exam will take place from

**Wednesday, 24 February to Friday, 26 February 2016**

every day from 10:00 a.m. to 6:00 p.m. at Vordere Zollamtstraße 3,  
a building of the University of Applied Arts Vienna

**Please bring:**

- A photographic recording device (e.g. digital camera, smartphone, Polaroid camera)
- Paper, writing and drawing utensils (material for collages, etc. if needed).  
Each candidate may complete the tasks using the technique he / she prefers.

Hand in your work at Vordere Zollamtstraße 3 on Thursday, 25 February  
2016 by 6:00 p.m.

Short interviews will be held on Friday, 26 February 2016 from 10:00 a.m.

Class starts on 01 October 2016.

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