KLASSE FÜR IDEEN
IN GRAFIK UND
WERBUNG

dɪːˈʌŋɡevʌndtə

Universität für
angewandte Kunst Wien
Design / Grafik und Werbung
Univ.-Prof. Matthias Spaetgens

Oskar Kokoschka-Platz 2
1010 Wien, Österreich
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F: +43-1 / 711 33-2089
info@klassefuerideen.at
www.klassefuerideen.at

ADMISSION EXAM FOR GRAPHICS AND ADVERTISING

The diploma program Design: Graphics and Advertising runs over a duration of 4 years (8 terms) and contains courses equaling approximately 35 hours per week.

Requirements for prospective students
The ability to generate unusual ideas, talent for drawing, clear thinking, the ability to articulate themselves verbally and in writing, interest in relationships between culture and economy, capacity for teamwork, stamina and good knowledge of German.

Open House
In order to become acquainted with the institute and gain insight into our department and other courses offered at the University of Applied Arts Vienna, an attendance of our annual Open House event in October is recommended.
Open House: 23 October 2019

Portfolio reviews
Further we offer the opportunity to present and discuss portfolios prior to your application.
These sessions can be arranged by appointment. Please apply to our administration office:
info@klassefuerideen.at

Application Portfolio
Format: unrestricted (maximum A1)
Content: 1. Short letter of application
2. Approximately 30 works on paper, e.g.:
· Graphic work on individually chosen topics
· Typography and layout: designs for logos, business cards, posters, magazines etc.
· Free-hand drawings: studies of people, nature and objects
· Graphic prints, photography, paintings (no original canvases, reference image inside the printed portfolio)
· Video- or online-work if available: on flash drive + reference image inside the printed portfolio (maximum of three works)
3. Credentials (copies only)

The majority of your work should be presented as originals. We do not recommend presenting computer printouts only. Please write your complete name and contact address on your application portfolio, as well as your name on the reverse side of all work.

Admission Exam for the Academic Year 2020 / 2021
Registration: **Monday, 24 February 2020 and on Tuesday, 25 February 2020**
9 am – 12 am Ferstel-Trakt, Second Floor
Exam: **26 – 28 February 2020**

www.klassefuerideen.at/zulassungspruefung

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GRAPHICS AND ADVERTISING

Ideas are at the heart of our programme; to prepare our students for careers in the field of advertising, graphic design and communication is our aim.

The diploma programme Graphics and Advertising is part of the Institute of Design at the University of Applied Arts Vienna. Focusing on real-world briefs and projects, it combines the teaching of methods to generate and challenge ideas in communication and advertising and the training of the skills required to manifest these in suitable media.

The curriculum is designed to instil theoretical and practical knowledge. It does so through a variety of courses including life-drawing and studies of nature, copy writing, illustration, layout, typography, printing and prepress, photography, film and video, design for the internet and social media, cultural history, art history, theory and history of design, social sciences, advertising psychology, marketing, communication theory, theory of colours, media theory, contract law and copyright law.

The majority of our graduates work as designers, copywriters, art directors and creative directors in design studios and advertising agencies or pursue successful freelance careers. Their education enables them to examine and critically reflect on the socio-cultural context for their work, the impact of their profession, and to conceive and define strategies of communication that interact with society in a responsible manner.

Head of the Department of Graphics and Advertising:
University Professor Matthias Spaetgens

Course coordinators:
Sen. Art. Paulus M. Dreibholz, M.A.
Sen. Art. Uta Jugert, Dipl.-Des. M.A.
Univ.-Ass. Mag.art. Lisa Schultz, M.A.
Sen. Art. Sven Ingmar Thies, Dipl.-Des.

Course administrator:
Manuela Hausmann, M.A.

Teaching staff:
Univ.-Lekt. Eva Buchheim
Univ.-Lekt. Philipp Comarella
Univ.-Lekt. Mag. Dr. Cordula Cerha
Univ.-Lekt. David S. Gepperth
Univ.-Lekt. Anthony Guedes
Univ.-Lekt. Mag.art. Dr.phil. Anita Kern
Univ.-Lekt. Mag.art. Roland Ander Pecher
Univ.-Lekt. Andreas Putz
Univ.-Lekt. Marcus Renn
Univ.-Lekt. Alex Römer
Univ.-Lekt. Dr. rer. soc. oec. Peter Stoeckl
Univ.-Lekt. Albert Winkler
Visiting Lecturer Thomas May

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