



# 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.

## **Part 1 – Submission of portfolio:**

- Submission of the application with work samples.
- Selection of candidates for Part 2.

## **Part 2 – Exam:**

- Exam with theoretical and practical tasks.
- Interview with teaching staff of the class.
- Selections of candidates who qualify to study in Klasse für Ideen from September 2021

## **Information to Part 1 – Submission of portfolio:**

### **Content:**

- Short letter of application
- Work and work samples: Free and/or customer-oriented projects in the field of design and communication in a freely chosen topic, carried out in various techniques: e.g. typography and layout: logos, business cards, poster drafts, magazines, etc., freehand drawings of people, nature and objects, printmaking, photography, painting (work on canvas in the form of photos in the portfolio), film, text or online work
- Credentials (copies only)



### **Procedure for submitting the portfolio**

- Modality and submission deadline: This year's application process will, unlike in the past, be largely digital or online. Online-registration and digital submission of the portfolios will be available from 1.2.2021 to 6.2.2021 (9:00 a.m.)
- Technical specifications: Upload presentation in PDF format (max. 50 MB)
- Films: If films are part of the portfolio, we ask you to present extracts from them as stills / screenshots and to make the actual film available to us as a separate link.
- Due to the high number of applications, we ask for a clear, accessible and quickly comprehensible form of the portfolio.

Further information and the registration link can be found on the Angewandte website:  
<https://www.dieangewandte.at/eintritt>

### **Invitation to Part 2 – Exam:**

After our jury has examined the portfolios, some of the applicants will be invited to an examination and an interview. All of the applicants will be notified if they are eligible for Part 2. If you receive an invitation for Part 2, please proceed as follows.

### **Information to Part 2 – Exam:**

- Exam week: 22.–26.2.2021.  
The exam takes place exclusively online, more specifically via email and Zoom. Please familiarise yourself with the technologies and keep yourself free for the entire week. Access to a stable internet connection, participation in Zoom meetings and the ability to digitise analog work (scanner and / or camera – such as in mobile phones) during the exam week are required. The exact schedule and further details will be sent with the invitation to Part 2. From this point on, we are also available for detailed technical questions.

### **Admission Exam for the Academic Year 2021 / 2022**

Submission for online portfolios: details will follow

Exam and interviews: details will follow

Klasse für Ideen, Ferstel-Trakt, Second Floor, University of Applied Arts Vienna

### **Downloads**

For further information and a selection of exemplary tasks to get prepared for our examination, please download the following files. If you have any other queries concerning your application, portfolio or examination procedures, please refer to our list of [FAQs](#).

[exam task examples \(pdf\)](#)



## **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.  
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. Alex Römer  
Univ.-Lekt. Christoph Schlossnikel  
Univ.-Lekt. Dr. rer. soc. oec. Peter Stoeckl  
Univ.-Lekt. Albert Winkler  
Visiting Lecturer Thomas May