Admission Exam for Communication Design

The diploma program Design: Communication Design runs over a duration of 4 years (8 terms) at the Oskar-Kokoschka-Platz-Campus in Vienna's 1st district.

Requirements for prospective students

The ability to generate unusual ideas, enthusiasm for creative expression, clear thinking, the ability to articulate yourself verbally and in writing, interest in cultural, social and economic relationships, capacity for teamwork, stamina and strong command of the German language.
It is not necessary to hold the Austrian high school degree (*Matura*).
The admission exam will be held in German. In exceptional cases, applicants can also take the exam in English.

Admission procedure

Part 1 – Submission of portfolio:
- Submission of the application with a portfolio of relevant projects and samples of work conducted by the student.
- Selection of candidates for Part 2.

Part 2 – Examination:
- Examination by theoretical and practical tasks.
- Personal interview with teaching staff.
- Selection of candidates who qualify to start their studies in Communication Design in October 2024

Information for Part 1: Submission of portfolio and qualification for the exam

Contents of your portfolio:
- Short letter of application / motivation
- Work and work samples: Self-initiated, artistic and applied projects in the field of graphic and communication design. Observations, concepts and ideas, expressed in appropriate techniques and disciplines such as typography and layout, logos, business cards, posters, magazines, drawings, printmaking, photography, painting, film, text, online work, etc.
- Relevant reference letters, proof of qualifications, marks, and credentials (copies only, do not include any original documents) acquired prior to the application.
- If films are part of the portfolio, we ask you to present extracts as stills or 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 clearly structured and quickly comprehensible form of the portfolio.

Procedure for submitting the portfolio:
- Modality and submission deadline: The first step is the registration and submission of the portfolio in digital form from 10 January 2024 until 26 January 2024, 12 noon (CET).
- Technical specifications: Upload a presentation in PDF format (max. 50 MB)
- https://www.dieangewandte.at/application

Invitation to Part 2 (examination):

· After the jury has examined the portfolios, a selection of applicants will be invited to an examination and interview.
· All of the applicants will be notified by Email, if they are eligible or not for Part 2. If you receive an invitation for Part 2 the following applies:

Information for Part 1: Examination

Examinations will be held in the week from 19 February 2024 until 23 February 2024. Qualified applicants should keep the entire week free. The exam takes place in person, at the University of Applied Arts Vienna. Participation in person during the whole exam week is required. The exact schedule and further details will be sent with the invitation to Part 2.

Further information and downloads

www.klassefuerideen.at/zulassungspruefung

The academic year 2024/25 starts at 1 October 2024.

Communication Design

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 Communication Design 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 communication 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.
Univ.-Ass. Mag.art. Astrid Seme, M.A. Des.
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. Stefan Ellmer
Univ.-Lekt. David S. Liedl
Univ.-Lekt. Anthony Guedes
Univ.-Lekt. Mag.art. Dr.phil. Anita Kern
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