



# 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.

Prospective students should demonstrate: 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.

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 2016: Thursday, 20 October 2016**

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](mailto:info@klassefuerideen.at)

## Application Portfolio

- Format: A3 – A2 (maximum A1)  
Content:
1. Short letter of application
  2. Approximately 30 works on paper:
    - Graphic work on individually chosen topics
    - Free-hand drawing: studies of people, nature and objects
    - Applied typography: designs for letterheads, business cards, posters, etc.
    - If available: graphic reproduction, photography, video- or online-work on DVD (maximum of two works with a maximum duration of 60 seconds each)
  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 2017 / 2018

**Registration: Monday, 27 February 2017 and on Tuesday, 28 February 2017**

9 am – 12 am Ferstel-Trakt, First Floor, Lecture Room 7

**Exam: 1 March – 3 March 2017**

<http://www.klassefuerideen.at/zulassungspruefung>



**KLASSE FÜR IDEEN**  
IN GRAFIK UND  
WERBUNG

*di:'angewandte*

Universität für  
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Design / Grafik und Werbung  
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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:  
Senior Artist Paulus M. Dreiholz, M.A.  
Univ.-Ass. Mag.art. Lisa Schultz, M.A.  
Univ.-Ass. Sven Ingmar Thies, Dipl.-Des.

Course administrator:  
Manuela Hausmann, M.A.

Teaching staff:  
Univ.-Ass. Eva Buchheim  
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. Catherine Nippe, M.A.  
Univ.-Lekt. Mag.art. Roland Ander Pecher  
Univ.-Lekt. Marcus Renn  
Univ.-Lekt. Alex Römer  
Univ.-Lekt. Dr. rer. soc. oec. Peter Stoeckl  
Univ.-Lekt. Albert Winkler  
Visiting Lecturer Philipp Comarella  
Visiting Lecturer Andreas Putz