KLASSE FÜR IDEEN
IN GRAFIK UND
WERBUNG

dɪ:'ʌŋgewʌndtə

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

Oskar Kokoschka-Platz 2
1010 Wien, Österreich
T: +43-1 / 711 33-2454
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.
It is not necessary to have passed the Austrian higher secondary school leaving examination (*Matura*). The admission exam will be held in German. In exceptional cases, applicants can also take the exam in English.

Structure of the admission exam:

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.
· Selection of candidates who qualify to start their studies in Klasse für Ideen in October

Information to Part 1 – Submission of portfolio:
Content:

· Short letter of application / motivation
· Work and work samples: self-initiated, artistic and applied projects in the field of design and communication. 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.
· References / marks / credentials (copies only)
· 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 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 11.1.2023 till 27.1.2023, 12noon (CET).
· Technical specifications: Upload a presentation in PDF format (max. 50 MB)
· https://www.dieangewandte.at/eintritt

Invitation to Part 2 – Exam:

After our jury has examined the portfolios, a selection of 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 the following applies:

Information to Part 2 – Exam:

Exam week: 20–24 February 2023.
The exam takes place in Vienna under consideration of the applicable corona regulations. 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

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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. Sven Ingmar Thies, Dipl.-Des.
Univ.-Ass. Mag.art. Lisa Schultz, M.A.
Univ.-Ass. Mag.art. Astrid Seme, M.A. 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. Liedl
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. Marielle Wilsdorf