Admission Exam for Communication Design

The diploma program Design / Communication Design runs over a duration of eight semesters (4 years). All classes are taught in German.

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 and qualification for the examination:

- Submit the following application materials:
  - Portfolio (works and samples)
  - Homework assignment (announced topic)
  - Motivation video
  - Copies of certificates
  - Curriculum Vitae (CV)
- After the submission deadline, all applications will be reviewed and evaluated by a jury.
  Qualified applicants will be invited to Section 2 of the admission examination.
  All applicants will be informed by email whether they have been invited or not.

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 2027

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

Contents of your portfolio:

- Works and samples: Please include relevant works that demonstrate your engagement with design as part of your individual learning and creative development.
- Provide a one-sentence project description or brief bullet points, along with contextual information (e.g., group work, individual project, school project, personal project, etc.).
- If your portfolio includes films, please present selected stills or screenshots within the PDF, and include a separate link to the full video.
- A homework assignment on a set topic: please complete it and include it in your portfolio
  Download: www.klassefuerideen.at/zulassungspruefung
- Motivation video: Maximum 1 minute, uncut, recorded on a mobile phone.
  In the video, please explain your design intentions and motivation for studying in Klasse für Ideen.
- Curriculum Vitae: Clearly written and well-structured in table format (1–2 pages).
  Include date of birth, previous education, and any work experience.
- Copies of certificates and, if available, references.

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Contents of your portfolio:

- Due to the high number of applications, please submit your portfolio in a clearly structured and easily accessible format.
- PDF (max. 50 MB)
- Videos may be embedded in the PDF or linked (links must not expire and must not be password-protected).
- Motivational videos must be included on the second page of the portfolio – either embedded in the PDF or accessible via a link.

Online registration an upload of documents

- January 7–21, 2027, 1:00 p.m. (CET)
- Upload via: application.uni-ak.ac.at
- Further information: dieangewandte.at/application

Information für Part 2: Examination

The examination will take place from February 22 to February 26, 2027, in the studios of the department of Communication Design.
Applicants invited to Section 2 are asked to keep these dates free.
Detailed schedules for examinations and interviews, along with additional information, will be provided with the invitation.

Further information and downloads

www.klassefuerideen.at/zulassungspruefung

The academic year 2027/28 starts on 1 October 2027.

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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:
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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. Marie Artaker
Univ.-Lekt. Sandra Bold
Univ.-Lekt. Eva Buchheim
Univ.-Lekt. Mag. Dr. Cordula Cerha
Univ.-Lekt. Jeffrey Guan
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Univ.-Lekt. Mag.art. Dr.phil. Anita Kern
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