

Study Program: Design (B.A.), Media and Communication Design

Information about your entrance exam at Macromedia University.

Don't be afraid of entrance exams!

Dear Applicant,

We're delighted that you are interested in studying at Macromedia University of Applied Sciences.

Once you have applied online, submit your digital portfolio. Our professors will then assess your work and get an idea of your artistic abilities. We call this assessment an entrance examination, and you need to do it to study with us.

It sounds worse than it is. You don't need to possess perfect skills. Skills, after all, are what you will be learning and consolidating with us. What we want is to get to know you – your work, the way you go about things, your interests and your attitude. We want to see what kind of creative talent lies within you.

The following page shows you the kind of things that can be included in your entrance examination. In principle, you can submit any kind of artistic work which you think says something about your creativity.

We look forward to your application and your digital portfolio. If you have any questions, please contact us.

Your student advisory service

DESIGN (B.A.), MEDIA- AND COMMUNICATION DESIGN

Entrance Exam



Between 10 and 25 design or concept-oriented pieces of work in a portfolio

(e.g. animations, drawings, paintings, sketchbooks, photos, computer graphics, websites, short films; can include text-based works such as creative concepts, concepts for games)

Once you have applied online, you have to take an entrance examination.

- The entrance examination involves submitting work you have prepared yourself. What kind of work this is will depend on the degree program.
- The entrance examination serves as proof of aptitude for artistic degree courses with restricted admission.
- The examination may only be repeated in the next semester and only a total of two times.
- Examination results are valid for two years under our enrolment regulations.

Submission specifications:

Digital portfolio:

- **File name:** first name, surname and date
- **Format:** collected in one PDF
- **Submission:** via e-mail or download link to the student advisors (max. 20 MB)

Video sequences such as animations/short films:

- **File name:** first name, surname and date
- **Format:** MPEG4 or MP4
- **Resolution:** longest side max. 1920 px
- **Transmission:** via download link to the student advisors (max. 500 MB)

The work should not be older than two years.

Design elements and photographs that you did not create yourself must be marked accordingly.

No university entrance qualification?

If you have no general secondary education certificate (e.g., High School Diploma), you will then need to take an additional two-part examination to assess your abilities.

Part A: Creative test **Part B:** General knowledge Test

How to get in touch with your study advisors:

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