



# Macromedia University | Film Directing (B.A.)

## ARTISTIC APTITUDE

### CREATIVE TASK

#### 1. A description of a music video on Youtube

Describe the design, the plot, the specific features and the quality of the film from your personal perspective on a minimum of two pages. Save as a pdf file with your name and date. (50 %)

#### 2. Photo story

Share ten photos you took, which are not manipulated/edited, telling a sequence or a story on one of the three topics below. Save as pdf file including numbering, your name and date. (50 %)

Choose one of the three topics for your photo story:

- Limits
- In the middle
- "Not now!"

After receiving this task, you have 72h to return your results, together with the signed sworn statement.

### CRITERIA FOR GRADING *(to be filled by faculty)*

Name of Applicant: \_\_\_\_\_

Scoring of Creative Task 1	Score
Originality / Creativity (Range: 5 for very good to 0 for unsatisfying)	
Quality of Content (Range: 5 for very good to 0 for unsatisfying)	
Argumentation and professionalism / technical skills (5 very good to 0 unsatisfying)	

Scoring of Creative Task 2	Score
Originality / Creativity (Range: 5 for very good to 0 for unsatisfying)	
Quality of Content (Range: 5 for very good to 0 for unsatisfying)	
Argumentation and professionalism / technical skills (5 very good to 0 unsatisfying)	

Best score possible: 30 Points  
Lowest score possible: 0 Points

Total score reached: (     )

Confirmation of sufficient artistic aptitude requires a total score of 20 points or more.



## SWORN STATEMENT *(to be filled by applicant)*

### Submission of Tasks

Start of programme in Winterterm 20\_\_\_\_\_

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Last Name

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First Name

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Date and Place of Birth

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Cell Phone

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Email

I hereby declare that I prepared the submitted artistic tasks independently and without external assistance. In doing so, I have not used any aids other than those mentioned in the concrete task. All points that have been taken from publications literally or in adapted form have been identified as such by me.

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Date, City, Country | Signature

**Please complete and scan this document and submit it together with your work via email.**

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