

FHNW HGK – IDCE**BA Visual Communication and Digital Spaces****2022 Aptitude Test****Dear Applicant**

Thank you for your interest in the Bachelor degree programme *Visual Communication and Digital Spaces* of the HGK FHNW Academy of Art and Design in Basel. We apologize for any inconvenience caused by the fact that this application procedure uses a distance format due to the still complex situation we are facing due to the COVID-19 pandemic. We should appreciate it if you would comply with the following general conditions and wish you every success with your application.

Digital Portfolio

Please submit your portfolio (1 document) in digital form as an Adobe PDF file (print / interactive) or as a website (URL). Compile your portfolio with a view to studying in our degree programme. We are interested in: your grasp of design basics, investigative work, experiments, and any applied and free projects from a preparatory course, introductory course, traineeship, occupational experience, leisure activities, and school. However, only include relevant work and limit yourself to 8 up to a maximum of 12 projects. When compiling the portfolio, try to put yourself in the position of the jury, which will receive more than 100 portfolios for review. Sign the last page of the portfolio to certify that all these projects are your work. If any work is only partly yours, please state exactly your share in it.

Motivation Video

Please record a digital motivation video of maximum one minute (60 seconds). This can be created using a smartphone or webcam. The following data formats are accepted: mov / mp4.

The following questions are a guideline for the content of the motivation video: why are you interested in studying Visual Communication and Digital Spaces? Which of the two areas of specialization “Visual Communication” or “Digital Spaces” are you interested in? Who or what inspires you in your design work? What previous design training do you have? What aspect of your previous education is important to you? Which project from your portfolio do you deem particularly impressive, and why? Why did you decide to study in Basel? Consider the realization of the motivational video a creative work.

Note

Save your portfolio (1 document) and motivation video (1 document) in a folder designated by your *Family Name Given Name*. Then compress the folder as a zip file (right-click).

You will receive all further details and the link for submitting the zip file from us by e-mail in due course. Make sure that your mail account always has sufficient memory during the whole procedure. Regularly consult your mail inbox.

**If you have any questions about the degree programme,
the following information events will be available to you:**

At the FHNW Academy of Art and Design

10.11.2021 13:00–22:00

For more information, see:

<https://www.fhnw.ch/de/studium/gestaltung-kunst/info-anlaesse/info-anlass-im-spaetherbst>

Online and at the FHNW Academy of Art and Design

21.01.2022 13:00–22:00

For more information, see:

<https://www.fhnw.ch/de/studium/gestaltung-kunst/info-anlaesse/info-anlass-zum-open-house>

Online

15.11.2021 10:00–11:00 and 17:00–18:00 CET

Link: <https://fhnw.webex.com/meet/marion.fink>

19.01.2022 10:00–11:00 CET

<https://www.fhnw.ch/en/degree-programmes/art-and-design/info-events/online-info-event-ba-visual-communication-and-digital-spaces>

19.01.2022 17:00–18:00 CET

https://www.fhnw.ch/en/degree-programmes/art-and-design/info-events/online-info-event-ba-visual-communication-and-digital-spaces_2