



hdk

Zürcher Hochschule der Künste
Zurich University of the Arts

Graduate Application 2011 Master of Arts in Design

Application for the Master of Arts in Design Programmes Start: Spring Semester 2012

I hereby apply for admission to the following field of excellence within the MA Design:

Fields of excellence

- Communication Visual Systems Editorial Design Insight Visualisation
- Interaction Interaction Design Game Design
- Trends
- Events
- Products Mobility Sports

Please affix
photograph here

01 Personal Details

Title OMs Mr

Surname

First Name

Street

Postal Code/City Canton

Place of Swiss Citizenship Canton

Nationality

Social Security Number (13 digits)

Home Telephone No.

Business Telephone No.

Mobile Telephone No.

E-mail

Date of Birth

02 Matriculation Number

Matriculation No.*

Place of residence when receiving academic admissions documents*

* (Please refer to the details on the last page of this form)

03 For Office Use Only

Admitted Admitted with the following reservation(s):

Admitted on portfolio basis

Rejected Reason

Date/Initials

Comments

04 Higher Education*

From/to _____

Name of University/Institution _____

Place _____

Qualification obtained _____

Date of completion/graduation _____

Comments on your higher education _____

If you hold several higher education qualifications, please provide details

05 Vocational Qualifications

— Professional Apprenticeship, Vocational College, Vocational Baccalaureate

From/to _____

Profession _____

Vocational college attended (Name/place) _____

Qualification obtained (Certificate of proficiency/Vocational college/Vocational baccalaureate) _____

Date of completion/graduation _____

Place of residence at time of completion/graduation _____

Comments on your vocational training/qualifications _____

— Foundation Course at a School for Design

From/to _____

Name of School/Institution _____

Place _____

— Professional Practice and/or Internships

From/to _____

at _____

as _____

06 Education Completed Beyond Compulsory Schooling

From/to _____

Name of School/Institution _____

Place _____

Qualification obtained _____

Date of completion/graduation _____

Place of residence at time of completion/graduation _____

From/to _____

Name of School/Institution _____

Place _____

Qualification obtained _____

Date of completion/graduation _____

Place of residence at time of completion/graduation _____

07 Further Education, Relevant Workshops, Courses

From/to _____

Institution _____

Type of training/course _____

Course content/s _____

From/to _____

Institution _____

Type of training/course _____

Course content/s _____

08 Language Proficiency

German: First language Fluent Good

All courses are generally conducted in German. Your language proficiency level should be high enough, to enable you to follow courses.

Other first languages: _____

Other foreign languages: _____

Level of proficiency: (please enclose copies of certificates) _____

09 Other Admissions Examinations

Are you applying for admission into other Master's programmes? If so, for which ones and where?

Have you ever applied to ZHdK before? If so, when and for which Master's programme/Specialisation?

10 Where did you hear about our degree programme?

- | | |
|--|--|
| <input type="checkbox"/> ZHdK Events | <input type="checkbox"/> Education Fair |
| <input type="checkbox"/> Advertisement, flyers or the like | <input type="checkbox"/> Personal Recommendation |
| <input type="checkbox"/> Website | <input type="checkbox"/> Student Advisory Service / Career Counselling |
| <input type="checkbox"/> Other | |

11 Comments

12 Enclosures

Please note that your name and the name of the awarding institution must be clearly legible on copies of any certificates submitted with your application!

- Copies of higher education qualification(s)
- Copies of education qualification(s)
- Copies of employment references/written proof of internships and placements
- Confirmation of exmatriculation (if you have been enrolled at another higher education institution or university in Switzerland)
- Aim of studies and pathway-specific, research-oriented project idea (max. 2 A4 pages)
- List of independent projects and outcomes in the chosen pathway (or of your previous work or field of experience)
- If you have no prior design qualification, please describe your previous education, training, and professional practice as well as your motivation to undertake a Master's programme in Design (max. 2 pages A4)
- Candidates seeking admission to the MA Design at Zurich University of the Arts (ZHdK) should submit two letters of recommendation from a relevant institution / person (e.g. employer, higher education institution, or similar)
- Copy of proof of payment of the admissions and examination fee for the sum of CHF 300.00

13 Signature

I confirm that the information I have given on this application form is complete and accurate.

Furthermore I herewith take notice that all submitted application documents, including any works, remain in the possession of Zurich University of the Arts (ZHdK). There is no entitlement for documents to be returned.

Place, date _____

Signature of candidate _____

Please send your completed application form and enclosures to:

**Zürcher Hochschule der Künste
Hochschuladministration
Ausstellungstrasse 60, Postfach
CH-8031 Zürich**

**First application deadline: April 15, 2011
Admission examination and admission decision will take place in
May 2011**

**Second application deadline: October 14, 2011
Admission examination and admission decision will take place in November 2011**

Please affix either a copy of proof of payment of the application and examination fees of CHF 300.- or enclose a copy of proof of your online payment.

Explanatory Notes

Application procedure

The application procedure comprises the following steps:

First Application deadline	April 15, 2011 (postmark deadline)
• Candidate interviews	May 9 - 19, 2011
• Final admissions	May 23, 2011
• Semester start	February 20, 2012
Second Application deadline	October 14, 2011 (postmark deadline)
• Candidate interviews	November 7 - 17, 2011
• Final admissions	November 21, 2011
• Semester start	February 20, 2012

Application form

Choice of Field of Excellence

The Master Design offers five fields of excellence for an in-depth engagement with design. This allows candidates to pursue coursework according to their individual strengths and interests. Candidates must indicate their preferred field of excellence when submitting their applications. Applications are subsequently reviewed by the appropriate experts.

At 12. Enclosures

Master's project proposal (2 pages plus any further documentation)

Candidates must provide a convincing outline of their motivation to undertake a Master's programme as well as a pathway-specific, research-oriented project idea (max. 2 A4 pages). Proposals should provide details on individual interests, a situational analysis, and the chosen approach. If necessary, candidates may supplement their submissions with further documentation. The submitted project idea may, but does not need to be part of the work undertaken during the Master's programme.

List of projects and references

Candidates are requested to attach a list of design projects or projects of their previous work or field of experience to which they have made a substantial contribution. Such projects may include:

- projects from any previous studies undertaken
- projects from design practice as an employed or self-employed designer
- research projects
- theory-oriented projects

Where possible, candidates should illustrate projects with pictures.

For candidates with no previous design training or education:

The Department of Design invites candidates from design-related fields (e.g. technology, economics, marketing, humanities, engineering, publishing, media and communication studies, etc.) to apply for an MA Design at Zurich University of the Arts (ZHdK). Candidates without explicit prior design training (education or practice), should describe their activities to date, their particular strengths and interests, and their motivation for seeking admission to an MA Design (max. 2 A4 pages). Please refer to the section on "Suitability" in the leaflets on the various fields of excellence within the MA Design.

Letter of Recommendation

Candidates seeking admission to the Master Design at Zurich University of the Arts (ZHdK) should enclose at least two letters of recommendation. Letters should be from an appropriate institution or individual (e.g. employer, higher education institution, or similar).

Matriculation Number

Please indicate an already existing Swiss matriculation number. The eight-digit number is composed as follows: xx-xxx-xxx, beginning with the start year (first two digits). (Please do not confuse the matriculation number with the Social Security/AHV number!)

Upon immatriculation at a higher education institution in Switzerland (tertiary college, university, university of applied sciences), all students are allocated a matriculation number. This personal number must be used for all further studies undertaken in Switzerland. The matriculation number is affixed onto the reverse side of the baccalaureate certificate or an equivalent admissions document.

Where existence of a previous matriculation number is established after the issuing of a matriculation number to new entering students, students must bear the costs incurred (for example, for the subsequent issuing of a student identity card bearing a correct matriculation number).

Important: Students who previously matriculated at a higher education institution (tertiary college, university, university of applied sciences), but who did not embark on or discontinued their studies, must report the matriculation number assigned at the time.

Place of residence when receiving academic admissions documents

The place of residence is defined as the legal place of residence at the time of obtained the required academic admissions documents (for example, baccalaureate certificate, grammar school diploma, Federal certificate of proficiency, German abitur certificate, etc.).