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hdk

Zürcher Hochschule der Künste
Services

Pascale Hosennen
Hochschuladministration
Telefon +41 43 446 21 52
Pascale.hosennen@zhdk.ch
Toni-Areal, Pfingstweidstrasse 96
Postfach, CH-8031 Zürich

www.zhdk.ch

Zürcher Fachhochschule

To all BA Design applicants

Zürich, November 2017

2018 Admissions process

Bachelor of Arts in Design; Programme Start: Autumn 2018

Dear applicant

We are pleased that you are considering studying Design at Zurich University of the Arts.

This document describes the admissions process for our Bachelor of Arts in Design and its various specializations:

- Cast / Audiovisual Media
- Game Design
- Industrial Design
- Interaction Design
- Scientific Visualization
- Style & Design
- Visual Communication

The binding admissions requirements are available online at www.zhdk.ch/en/anmeldung-bde
Application deadline: Monday, 5 February 2018.

Kind regards



Corina Zuberbühler
Head of the BA Design

Admissions Information

Bachelor of Arts in Design, Programme Start: Autumn 2018

01 Overview

See below for details about:

- Application
- Portfolio and homework assignment
- Admissions examination
- Examination results
- Portfolio collection
- Admissions timetable
- Important information

02 Application

You may apply for a maximum of two specializations. If you are thinking of doing so, you must submit a complete set of application documents for each specialization. You will also need to submit a separate portfolio including a homework assignment for each specialization. However, you will need to pay the registration and examination fee only once.

Application documents to be submitted

Please enclose the following supporting documents with your completed and signed application form:

- Copies of school-leaving (or degree) certificates
- Copies of job references/evidence of work experience (placements)
- Copies of foundation course certificates
- Exmatriculation confirmation (if you have previously been enrolled at another Swiss university)
- Payment receipt for registration fee (CHF 100)

You must submit your complete application documents as follows:

- By post: Zürcher Hochschule der Künste, Hochschuladministration, Aufnahmeverfahren Bachelor Design, Toni-Areal, Pfingstweidstrasse 96, Postfach, 8031 Zürich
- In person: Zürcher Hochschule der Künste, Hochschuladministration, Toni-Areal, Pfingstweidstrasse 96, 8005 Zürich, Room 5.C01, Monday to Friday, 1 pm – 5 pm.

Application deadline: Monday, 5 February 2018

Application documents must be in our possession by this date. You may submit your application with immediate effect.

Registration and Examination Fee

The registration fee charged for the admissions process is CHF 100. Registrations will be valid only upon receipt of the full payment of the registration fee. Please enclose proof of payment (i.e. copy of the remittance coupon if you have paid at the post office or of your bank's debit advice if you have made an online payment).

Candidates who are invited to attend the examination will be required to pay an examination fee of CHF 200 in addition to the registration fee. The request for payment of examination fee will be sent together with the invitation.

Payment within Switzerland:

Post Office Account	80-3430-1
Beneficiary	Zürcher Hochschule der Künste, Pfingstweidstrasse 96, 8005 Zürich
IBAN Code	CH55 0900 0000 8000 3430 1
Payment reference	4230 0 97003 / 9720 3303 0000

Payment from abroad (all bank charges to be borne by applicant):

Name of Bank	Swiss Post – Postfinance
Address of Bank	Nordstrasse 8, CH-3030 Bern
Account Number	80-3430-1

Beneficiary Zürcher Hochschule der Künste
 Pfingstweidstrasse 96, 8005 Zürich
 SWIFT/BIC Code POFICHBEXX
 IBAN Code CH55 0900 0000 8000 3430 1
 Payment reference 4230 0 97003 / 9720 3303 0000

Tuition fee and costs of living in Switzerland: www.zhdk.ch/en/tuition-fees

03 Portfolio & Homework Assignment

To assess your aptitude for pursuing degree work in your preferred specialization, you will need to submit a portfolio consisting of:

- Documentation of previous work: Please submit only work samples relevant to your preferred specialization, i.e. examples that demonstrate your engagement with design and/or technology in terms of your previous learning biography. Please ensure that samples are arranged in chronological order. Also note that we will be assessing not only the contents of your portfolio but also the manner of presentation.
- Format: Sheets must be at least DIN A5, no larger than DIN A2 (42 x 60 cm), and no thicker than 10 cm. Include approx. 5 selected projects (a series of images documenting the various stages of a project is also acceptable), together with a shorthand description of each project, e.g. the context in which you carried out the project (school, leisure time, etc.).
- See pp. 5–6 for details on portfolio presentation and homework assignments by specialization

Cover letter: This should state your design intentions and provide details of your motivation, i.e. why you have chosen a particular specialization and why you have decided to apply to Zurich University of the Arts.

Homework assignment: Topics will be available online from Thursday, 25 January 2018 at www.zhdk.ch/en/anmeldung-bde. Please complete the assignment on your own and enclose it in your portfolio.

Labeling: Portfolios must be clearly labeled on the outside using the special label (provided at the end of this letter). The label must include your name, your full address, and the title of your preferred specialization. All loose sheets should bear your name.

Submission of work folder (i.e. complete portfolio and homework assignment):

In person: Monday, 12 February 2018, 10 am – 6 pm, Zürcher Hochschule der Künste, Toni-Areal, Pfingstweidstrasse 96, 8005 Zürich, Room 4.E13.

By post: Zürcher Hochschule der Künste, Toni-Areal, Sekretariat Bachelor Design, Pfingstweidstrasse 96, Postfach, 8031 Zürich (**Deadline: Monday, 12 February 2018**).

Letters inviting shortlisted applicants to the admissions examination will be sent out on Friday, 9 March 2018.

04 Admissions Examination

Admissions examinations will be held from Tuesday, 20 March and Thursday, 5 April 2018. Examinations last one day per application.

Examination dates:		
Visual Communication	Tuesday	20 March 2018
	Wednesday	21 March 2018
Industrial Design	Thursday	22 March 2018
	Friday	23 March 2018
Scientific Visualization	Monday	26 March 2018
Cast / Audiovisual Media	Tuesday	27 March 2018
Interaction Design	Wednesday	28 March 2018
	Thursday	29 March 2018

Game Design	Tuesday	3 April 2018
	Wednesday	4 April 2018
Style and Design	Thursday	5 April 2018

Examination components:

- You will be required to complete a task assigned to all applicants on the day of the examination. You may also be required to present your results. Tasks are formulated in accordance with the specific requirements of a particular specialization and must be completed in the time allocated using different media. Tasks examine applicants' conceptual skills, creative potential, and communication skills.
- A portfolio review interview with the Admissions Committee.

05 Examination Results

Examination results will be sent out on the following dates:

- | | |
|---|---------------|
| - Industrial Design | 29 March 2018 |
| - Cast / Audiovisual Media, Interaction Design,
Scientific Visualization, Visual Communication | 5 April 2018 |
| - Game Design and Style & Design | 11 April 2018 |

We are not in position to discuss the admissions process in person or in writing.

06 Portfolio Collection

If you are not shortlisted for admission, you must collect your portfolio on either of the following days:

Tuesday	26 June 2018	3 pm – 6 pm
Thursday	28 June 2018	3 pm – 6 pm

Zürcher Hochschule der Künste, Toni-Areal, Pfingstweidstrasse 96, 8005 Zürich, Room 4.E13.

We will not return any portfolios by surface mail. Collection remains entirely an applicant's responsibility. Admitted applicants may collect their portfolio at the beginning of their degree course. We will retain portfolios that have not been collected until 30 September 2018.

07 Application Timeline

Homework assignment available online	25 January 2018
Application deadline	5 February 2018
Portfolio submission (including homework assignment)	12 February 2018
Decision letters and invitations to admissions examination	9 March 2018
Admissions examinations	20 March – 5 April 2018
Exam results Industrial Design	29 March 2018
Exam results Cast / Audiovisual Media, Interaction Design Scientific Visualization, Visual Communication	5 April 2018
Exam results Game Design and Style & Design	11 April 2018
Portfolio collections	26 and 28 June 2018

08 Important Information

- We will confirm receipt of your application by e-mail.
- We will inform applicants invited to the admissions examination on the basis of their portfolio.
- Due to the large number of applicants, we are not in position to discuss or correspond about portfolio assessments or examination results.

Portfolio Presentation & Homework Assignment by Specialization

Cast and Audiovisual Media

Portfolio

You are free to choose your style of presentation and medium. Digital submissions are preferred (URLs or files). Your portfolio must include a table of contents.

Homework assignment

Please choose a medium (digital or analog) which best suits your approach to solving the assignment. You are free to choose the format in which you present your final result. Digital formats should be provided online (URL) or on an adequate data carrier (preferably USB stick or hard disk). Please explain and document your conceptual considerations on max. half an A4 page (include attachments if necessary).

Game Design

Portfolio

You are free to choose your style of presentation and medium. We accept both analog and digital submissions. Do not submit three-dimensional works (objects, sculptures, etc.). If you are submitting analog work samples, we prefer originals, copies on paper, or hard copies. Samples should be no larger than A2. Digital submissions should be URLs or otherwise provided on suitable data carriers (USB stick, DVD, hard disk, etc.). Digital submissions should be accompanied by partial printouts on paper (to ensure a better overview of your work).

Homework assignment

Please choose a medium (digital or analog) which best suits your approach to solving the assignment. You are free to choose the format in which you present your final result. Digital formats should be provided online (URL) or on an adequate data carrier (USB stick, DVD, hard disk, etc.). Please explain and document your conceptual considerations in writing.

Interaction Design

Portfolio

You are free to choose your style of presentation and medium. It is preferred that you submit samples in various formats such as concepts, storyboards, videos, drawings, artistic and technological implementations. We also prefer examples that illustrate your work in different areas and that cover diverse topics. Your portfolio must include a table of contents. USB sticks, DVDs and exe files are not accepted.

Homework assignment

Please choose a medium (digital or analog) which best suits your approach to solving the assignment. You are free to choose the format in which you present your results. Hard copies are preferred, however, digital material may be provided online (with a URL). USB sticks, DVDs and exe files are not accepted. Please explain and document your conceptual considerations on max. half an A4 page (include attachments if necessary).

Industrial Design

Portfolio

You are free to choose your style of presentation but the choice of medium is restricted: Ideally, works requiring documentation should be included on paper or as printouts. You may submit printouts or originals but not three-dimensional works. Animations or websites — if essential for presentation — are also acceptable. If you are submitting internet-based formats, please provide the corresponding URL. Youtube and Vimeo links are also accepted. Digital submissions are only accepted if you are unable to present your project in another medium (e.g. moving image).

Homework assignment

Please choose a medium (digital or analog) which best suits your approach to solving the assignment. You are free to choose the format in which you present your final result. Paper submissions should be no larger than A2. Digital or interactive submissions should be provided online (URL). Include a partial printout on A4 paper with each digital presentation. Please explain and document your conceptual considerations on no more than half an A4 page (include attachments if necessary).

Style & Design

Portfolio

You are free to choose your style of presentation but the choice of medium is restricted: Ideally, works requiring documentation should be included on paper or as printouts. You may submit printouts or originals but not three-dimensional works. Animations, games, or websites — if essential for presentation — are also acceptable. If you are submitting internet-based formats, please provide the corresponding URL. Youtube and Vimeo links are also accepted. We accept DVDs only if you are unable to present your project in another medium.

Homework assignment

Please choose a medium (digital or analog) which best suits your approach to solving the assignment. You are free to choose the format in which you present your final result. Paper submissions should be no larger than A2. Digital or interactive work should be submitted as .pdf, animations in .html or Flash on DVDs or CDs. Include a partial printout on A4 paper with each digital presentation. Please explain and document your conceptual considerations on max. half an A4 page (include attachments if necessary).

Scientific Visualization

Portfolio

You are free to choose your style of presentation but the choice of medium is restricted: Ideally, works requiring documentation should be included on paper or as printouts. You may submit printouts or originals but not three-dimensional works. Digital works may be submitted as PDFs. Animations, games, or websites — if essential for presentation — are also acceptable. If you are submitting internet-based formats, please provide the corresponding URL. Youtube and Vimeo links are also accepted. We accept DVDs only if you are unable to present your project in another medium

Homework assignment

Please choose a medium (digital or analog) which best suits your approach to solving the assignment. You are free to choose the format in which you present your final result. Paper submissions should be no larger than A2. Digital or interactive work should be submitted as .pdf, animations in .html or on an adequate data carrier (preferably USB stick or CD/DVD). Include a partial printout on A4 paper with each digital presentation. Please explain and document your conceptual considerations on max. half an A4 page (include attachments if necessary).

Visual Communication

Portfolio

We are interested in meaningful pictures, i.e. drawings and studies but also photography that demonstrate your observational skills, your command of the basic technical skills, and your analytical skills. Your portfolio should include various aspects of typography and give us a clear sense of how you visualize your approach to form and colour. We like to see and assess any insights you provide us into your conceptual work and processes, as well as any products in the field of visual communication. You are free to choose how many samples you present but it is important that these reflect your design aspirations. Choose a suitable format in the range between A2 and A4, ideally submitting your work on paper or as printouts. Brochures are also acceptable. Suitable materials and the look-and-feel of your work (its haptic dimension) are important in our context. If you are submitting three-dimensional samples, animations, or websites, you should print these out and enclose them in your folder. We discourage purely PDF-based submissions unless the choice of medium is self-explanatory.

Homework assignment

Please choose a medium (digital or analog) which best suits your approach to solving the assignment. We are especially interested in the materials you choose and in the look-and-feel of your work (its haptic dimension). You are free to choose the format in which you present your final result. Paper submissions should be no larger than A2. If you are making a digital submission, please include a partial printout on A4 paper. Please explain and document your conceptual considerations on no more than half an A4 page (include attachments if necessary). We discourage purely PDF-based submissions unless the choice of medium is self-explanatory.

- ▼ Unbedingt auf Vorderseite des Portfolios anbringen
Maximalformat Portfolio: DIN A2 (42 x 60 cm) x 10 cm

Portfolio-Nr. (wird durch die ZHdK vergeben)

VERTIEFUNG

Bitte zutreffende Vertiefungsrichtung des Bachelor Design ZHdK ankreuzen:

- Cast/Audiovisuelle Medien
- Industrial Design
- Interaction Design
- Game Design
- Scientific Visualization
- Style & Design
- Visuelle Kommunikation

BEWERBER_IN

Name

Vorname

Strasse

PLZ/Ort

e-Mail

Telefon

- ▼ für den Postversand verwenden

Land

PLZ/Ort

Strasse

Vorname

Name

ABSENDER_IN

Zürcher Hochschule der Künste
Sekretariat Bachelor Design
Toni-Areal
Pfungstweidstrasse 96
Postfach
CH-8031 Zürich