

IMPORTANT INFORMATION ABOUT APPLYING FOR  
**ADVERTISING FILM PRODUCING**

**PRODUCTION COURSE**  
(lateral entry to project-based study)

**INFORMATION FOR ONLINE REGISTRATION**

Please note the following assignment/abbreviation when registering online:  
Projektstudium für den Studiengang Produktion **(D3)**

**APPLICATION DEADLINE (DATE OF POSTMARK): 28 APR 2023**

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## **1 APPLICATION DOCUMENTS – PLEASE READ CAREFULLY!**

**THE FOLLOWING APPLICATION DOCUMENTS MUST BE SUBMITTED WHEN APPLYING FOR A PLACE ON COURSES:**

- 1.1 Evidence of general/subject-linked university entrance qualification and of a pre-diploma, diploma, Bachelor or Master degree (officially certified)
- 1.2 CV in table format (typewritten/computer file)
- 1.3 Motivation letter explaining your interest in the chosen field of study (max. 1 A4 page)
- 1.4 Profound English language skills and/or German language skills (Goethe-Institut Sprachlevel B2, DSH Sprachlevel C1, TestDAF Level4/C1) for university admission
- 1.5 Foreign applicants (x/m/f) who have a foreign school-leaving certificate (A Level) must present this certificate to the following institution to establish equivalence with the German school-leaving qualification (Abitur) before submitting their application to the Filmakademie: Staatliche Akademie der Bildenden Künste Stuttgart/State Academy of Fine Arts Stuttgart, Abteilung für Studien- und Prüfungsangelegenheiten, Am Weißenhof 1, 70191 Stuttgart
- 1.6 The residence permit must be presented at the time of enrolment at the latest.

## **2 SPECIAL REQUIREMENTS FOR ADVERTISING FILM PRODUCING**

Evidence of a pre-diploma, diploma, Bachelor or Master from an art college, design academy or film school (with a focus on film and media) or studies at a corresponding university or university of applied sciences, as well as evidence of practical experience in the media sector.

Extensive and well-founded experience in the media sector, in advertising film production and/or advertising agencies can in some cases replace previous study as a qualification.

### **3 WORK SAMPLES – PLEASE READ CAREFULLY!**

#### **IMPORTANT NOTE ABOUT WORK SAMPLES:**

Please adhere strictly to the specifications listed here to ensure that your work sample can be played without technical problems!

#### **MEDIUM:**

Please submit your work samples on a USB 3.0 stick or an SD card. (USB 3.0 is preferred)

(If circumstances require, we may also accept video DVDs (DvD-R Region Code 2 PAL). Please no data DVDs to ensure your work sample can actually be viewed!)

#### **TIP:**

For sending by post, we recommend a USB 3.0 stick in a cheque card format!!

Data volume: Please make sure that the work samples you submit on the medium (USB 3.0 stick is preferred) does not exceed 4 GB of data under any circumstances!

#### **FORMATS:**

MP4 – max. ProRes HD

You must write your name on the data carrier!

Please make sure that your work sample reflects the subject you are applying to study.

**IN ADDITION TO THE APPLICATION DOCUMENTS LISTED ABOVE, YOU MUST ALSO SUBMIT A WORK SAMPLE:**

A film you produced or co-produced, which can be in any advertising film format currently used, for example short classic formats of 5 seconds to 1 minute, including campaigns, interactive formats, viral spots, social spots, etc. Documentary advertising formats or slightly longer fictional advertising formats, e.g. in the style of a branded short, are also accepted. The important factor here is the communication/message in relation to a product, brand, institution, etc. The film must be submitted on an SD card or USB 3.0 stick in the MP4 format max. ProResHD (max. 4 GB).