

Application documents for the project-based study programme

Advertising Film Producing (lateral entry)

The following application documents must be submitted **via upload to the application portal** at the same time as the application for admission to the degree programme:

- Proof of an intermediate diploma, diploma, Bachelor's or Master's degree from an art college, college of design or film school (with an orientation towards film and media) or studies at a corresponding college or university as well as proof of practical experience in the media sector. (officially certified)
- Curriculum vitae in tabular form (computerised/typescript)
- Motivation letter explaining your interest in your desired study programme (max. one DIN A4 page)
- **Comprehensive and well-founded experience in the media sector, in advertising film productions and/or advertising agencies can possibly replace a previous degree as a qualification.**

Work samples

In addition to the above-mentioned application documents, a work sample must be submitted via upload:

- A self-produced or co-produced film that can include all currently possible advertising film formats, for example short classic formats from 5 seconds to 1 minute, including campaigns, interactive formats, viral spots, social spots, etc. Documentary advertising formats or somewhat longer scenic advertising formats, e.g. in branded short style, are also possible.
- Data volume: Please note that the work samples you submit must not exceed the data volume of 4 GB under any circumstances!

What is important here is the communication performance / message in relation to a product, a brand, an institution or similar.