

Application documents for the project-based study programme

Directing Advertising Film (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 general/specialised higher education entrance qualification and, if available, an intermediate diploma, diploma, Bachelor's or Master's degree (officially certified) from an art college, university of applied sciences for design or film school or studies at a university in a related discipline - or if you have not completed a degree equivalent to the Abitur, access to the course is possible via the so-called talented pass according to § 10 of our examination regulations
- Comprehensive and well-founded practical experience in the media sector can replace a pre-study programme as a qualification if necessary
- Proof of practical experience
- Curriculum vitae in tabular form
- Letter of motivation (max. one page DIN A4)

Work samples

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

Please adhere exactly to the information given here to ensure that your work sample can be played without technical problems!

- All common **advertising film formats** are possible, e.g. short, classic formats from 5 seconds to approx. 1 minute, including campaigns, interactive formats, viral spots, social spots, etc. Slightly longer formats are also possible, e.g. in the style of branded short or documentary advertising formats, etc.
- What is important here is the **communication performance / message in relation to a product, a brand, an institution or similar.**
- Data volume: Please note that the work sample you submit must not exceed the data volume of 4 GB under any circumstances!
- Formats: MP4 - max. ProRes HD

Please state the exact proportion of your personal work in the credits!