

Specialisation in BA Camera Arts

Degree programme in Visual Communication

Admission procedure 2025

Creative assignment 2025

We are pleased that you have decided to take part in the admission procedure for the BA Camera Arts programme and invite you to complete the following aptitude assessment assignment.

We wish you good luck and lots of inspiration.

Please read the topic and the five assignments carefully before you start working!

Topic: "Transformation"

Use photographic and visual means to complete the tasks below on the topic of "Transformation".

Try to look at this subject from different angles. (Historically or into the future, within economics, science, religion, or media, legally, politically, ethically, philosophically, etc.). Be curious and surprising!

Assignment:

1. **Three pictures:** Present three of your own photographs on the topic of "Transformation", each of which presents a different interpretation of the subject or deals with a different aspect.
Try to avoid the obvious. Your pictures should function without explanation if possible.
Arrange the three images in a PDF.
2. **Visual story:** Choose one aspect of "Transformation" and expand on it as a visual story.
Here, the execution is completely up to you. You may supplement your own image material with other visual media (photographic, cinematic, online, interactive) - your own and found – as well as add text / typography or audio. Links to online media such as Vimeo, YouTube, websites, and other online tools may be integrated in the PDF if necessary.
3. **Short text** on the topic "Transformation": The text type can be freely selected (1'200- 1'600 characters, in German or English).

4. **Documentation:** Document your approach to tasks 1 and 2, so that the process of creation becomes comprehensible. You could use your research notes, sketches, screenshots, drafts, reflections, literature references, etc. for this purpose (maximum 10 A4 pages).
5. **Letter of motivation:** We are interested in you as an independent individual. Why do you want to study Camera Arts? What are your interests? What are your goals? What drives you? (approx. 1'600 characters, in German or English).

Our criteria:

- Concept, originality, and autonomy
- Creative quality
- Implementation of the topic in terms of content
- Linguistic expression, reflective ability
- Formal preparation of the portfolio

Submission

The portfolio, homework and attachments can be uploaded in the [online registration](#) from 17/03/2025 (from 09:00) to 20/03/2024 (until 17:00).

The following documents have to be uploaded:

- CV in table format (PDF, max. 10 MB, Surname_First Name_CV.pdf)
- Portfolio, according to info sheet (PDF, max. 20 MB, Surname_First Name_Portfolio.pdf)
- Creative assignment
 1. Three pictures (PDF, max. 10 MB, Surname_First Name_01_pictures.pdf)
 2. Visual story (PDF, max. 15 MB, Surname_First Name_02_story.pdf)
 3. Short text (PDF, 1'200–1'600 characters, Surname_First Name_03_text.pdf)
 4. Documentation (PDF, max. 15 MB, Surname_First Name_04_documentation.pdf)
 5. Letter of motivation (PDF, approx. 1'600 characters, Surname_First Name_05_motivation.pdf)

We look forward to your work and wish you much success!

The admission committee of the BA Programme in Camera Arts

Ann-Christin Bertrand