

# BA Top-Up Degree in Design and Business Admission Assignment – August 2016

Communication & Media Strategy

## Practical information

The admission assignment must be submitted electronically. Therefore, please scan your material into one PDF document and e-mail it to [design.assignment.ba@via.dk](mailto:design.assignment.ba@via.dk).

VIA Design can receive a maximum of 50 MB per e-mail.

**Your application may be declined if your admission assignment is not filed in one document.**

There are three steps in the admission procedure:

**STEP 1** – VIA Design receives and assesses your admission assignment.

- a. If your admission assignment qualifies you for admission, you will be admitted to the course programme without a personal interview.
- b. If your admission assignment qualifies you for admission to the course programme, you may be invited to a personal interview.
- c. If your admission assignment does not qualify you for admission to the course programme, you will be notified that your application for admission has been rejected.

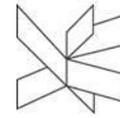
If you apply for admission to two specialty programs, you must submit an admission assignment for both specialty programs.

**STEP 2** - Personal interview.

**STEP 3** - The final selection of candidates will be made after all interviews have been conducted, and applicants will be given notice of admission, waiting list or rejection.

## Important deadlines

30 March	The admission assignment should be submitted electronically to <a href="mailto:design.assignment.ba@via.dk">design.assignment.ba@via.dk</a>
Week 19-20	Possibility of interview
1 June	Applicants will be given notice of admission, waiting list or rejection



## Admission assignment

### STEP 1 - The admission assignment

The admission assignment consists of a personal portfolio and a supplementary written assignment.

#### Personal portfolio

The portfolio should include a minimum of three different elements and should document comprehensiveness in your competences within the Communication & Media Strategy speciality.

Length: Max. 20 pages and max. A3-format. The 20 pages must be one PDF document.

Please give reasons for including the different elements in your portfolio. Max. length ½ A4 page.

#### Supplementary written assignment:

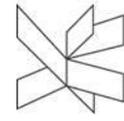
Social Media is changing the game for luxury brands. Burberry, Tommy Hilfiger and John Ford just to mention a few have responded by changing the ways they launch their collections and attend to runway shows and fashion events.

Burberry: You're creating all this energy around something, and then you close the doors and say, forget about it now because it won't be in the stores for five or six months.'

"Fast fashion is the catalyst, especially Zara" said Rony Zeidan, founder of branding agency RO NY. "It's able to replicate high fashion and have it in store well before fashion brands can, which has pushed high fashion to follow a cycle that's similar to fast fashion." And, he added, fast fashion wouldn't be what it is without the immediacy granted by social media and e-commerce.

#### Assignment 1:

- a) See the reference links below and search for articles and material about the changing off the luxury fashion industry and brands. What do you make of the changes the different brands are implementing – what is happening and why is it happening? (max. 3 standard pages of 2,400 typing units per page including spaces).
- b) You work for the British Fashion Council and your job is to advise your members (British fashion designers). Your boss has asked you to sum up on the links below and to write an article about the future trends of the fashion catwalk and what your members should be aware of for the future. (max. 3 standard pages of 2,400 typing units per page including spaces).



Articles and links about the case:

<http://www.theguardian.com/fashion/2015/nov/01/fashion-world-pressure-top-designers>

<http://digiday.com/brands/digitals-disastrous-domino-effect-fashion-industry/>

<http://www.thefashionisto.com/tommy-hilfiger-2016-collection-news/>

<http://www.thefashionisto.com/tom-ford-news-2016-show-season/>

<http://www.businessoffashion.com/articles/news-analysis/burberry-aligns-runway-and-retail-calendar-in-game-changing-shift>

<http://www.businessoffashion.com/articles/news-analysis/a-guide-to-fashion-immediacy>

<http://www.bbc.com/news/business-35483480>

<http://www.vogue.co.uk/news/2016/02/05/the-future-of-the-fashion-show-season-change-industry-reaction>

## Assignment 2:

### Content is king

Facebook's newest features include 360 degrees video and Canvas.

<https://360video.fb.com/>

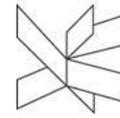
<https://canvas.facebook.com/>

You work for Bestseller's Vero Moda brand devising their content strategy for social media communication. Your CEO has asked you to devise a strategy paper on how these features can be implemented in your communication strategy:

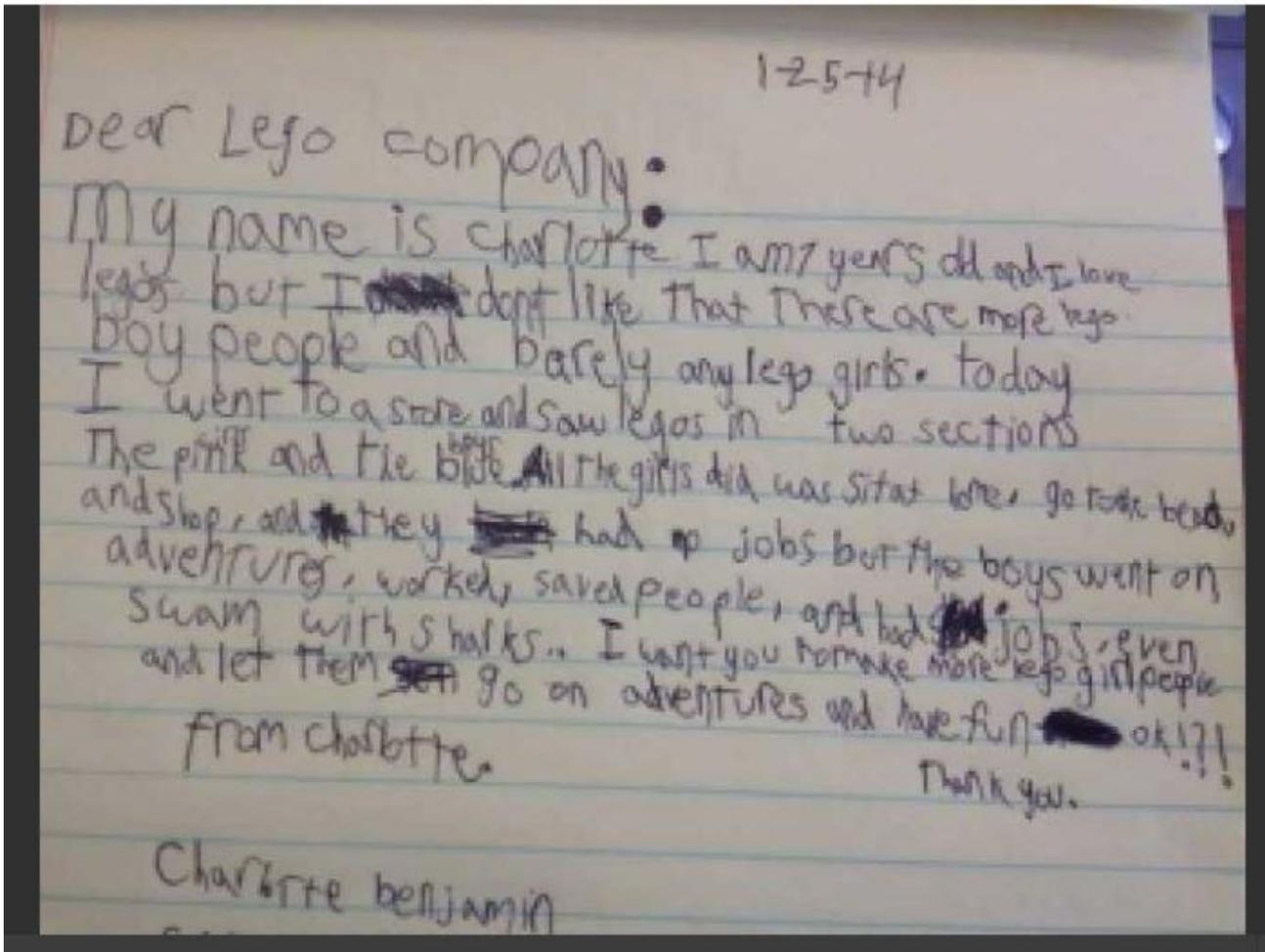
- a) You are to include:
  - Possibilities of the new Facebook features, pros and cons
  - Benchmarking – which brands have used it so far and with what results?
  - Your recommendations for specific implementation
  - Your expectations for effect of the implementation
  - (max. 5 standard pages of 2,400 typing units per page including space).

### Part 2:

LEGO is known as a very innovative company. It is also known for asking advice from the consumers and for extensive consumer involvement. LEGO is often used as a case (both in Danish and foreign media and books) when giving examples of companies that communicate actively with consumers.



On 25 January 2014, the seven-year-old Charlotte Benjamin wrote the below letter about LEGO. Her father sent the letter on the blog "Socialogical Images" where it was posted and aroused interest and subsequently spread to a number of international media.



*Dear Lego company:*

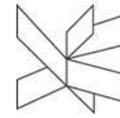
*My name is Charlotte. I am 7 years old and I love legos but I don't like that there are more Lego boy people and barely any Lego girls.*

*Today I went to a store and saw legos in two sections the girls pink and the boys blue. All the girls did was sit at home, go to the beach, and shop, and they had no jobs but the boys went on adventures, worked, saved people, and had jobs, even swam with sharks.*

*I want you to make more Lego girl people and let them go on adventures and have fun ok!?!*

*Thank you.*

*From Charlotte*



## Articles:

<http://www.independent.co.uk/life-style/health-and-families/lego-told-off-by-7-year-old-girl-for-promoting-gender-stereotypes-9104571.html>

## Assignment 1:

- a) Search the internet and find articles/material about Charlotte's letter and provide an assessment of the main opinions to the problem raised by the letter (the opinions you present may be both consumer opinions as well as LEGO's opinion).
- b) Why was the content of the letter spread and why is the media interested in the theme presented in the letter?
- c) In continuation of question a and b, please explain and assess the role of the social media in the flow of information of the established media. You are welcome to include other examples to support your attitudes and assessments.
- d) Which role do you see for the social media in the future compared to the established media (for example newspapers and news channels?)
- e) Which societal consequences do you believe are the effect of LEGO's view on gender?
- f) Finally, you should assess whether the Charlotte case could have any consequences for LEGO and if so, which consequences? Here you are also welcome to include examples from other companies to substantiate your argumentation.

(max. 5 standard pages of 2,000 typing units including space)

## STEP 2 - Personal interview

20-minute personal interview. The interview will focus on the following questions. Please prepare a response to the questions:

- **Why do you wish to obtain a bachelor's degree?**  
Prepare a short presentation accounting for your wish to obtain a bachelor's degree, your future plans as well as your level of ambition.
- **Presentation of portfolio**  
Please bring the best element of your portfolio and make a five minute presentation of the element.

## STEP 3 - Selection

The final selection of candidates will take place after the completion of step 2, and applicants will be given notice of admission, waiting list or rejection by e-mail.

Have fun preparing your admission assignment.