

BA Top-Up Degree in Design and Business

Admission Assignment – August 2016

Entrepreneurship

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.

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 speciality programs, you must submit an admission assignment for both speciality programs.

STEP 2 - Personal interview.

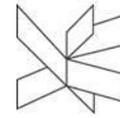
STEP 3 - The final selection of candidates will be made after all interviews have been conducted, and applicants will be given notice of admission, waiting list or rejection.

Important deadlines

30 March The admission assignment should be submitted electronically to design.assignment.ba@via.dk

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 application with a CV and a supplementary assignment, consisting of three sub-assignments.

Personal portfolio

Write a motivated application for admission to the study programme incl. a brief description of any relevant skills for this particular specialty. Please also attach your CV.

Supplementary assignments

1.1 Knowledge of Entrepreneurship

Think of a well-known entrepreneur/ project developer, who has influenced your design, branding and personal consciousness. Describe their business/ concept and explain why you have chosen them. The description is to be one standard page max.

You will be assessed on:

- Entrepreneurial awareness, argumentation and writing skills.

1.2 Dreamboard

Picture yourself in 2 years time and draw/ visualize (preferably with limited text), what you are doing: what is it that you dream of, what do you want to achieve and accomplish? Have you started your own project, a company, are you employed or are you doing something else entirely? How are you developing your abilities and in what context, etc.? The dreamboard is to be one page max incl. any text.

Your answer will be evaluated on:

- Originality, visual and verbal fluency and ambition.

1.3 Concept Development

Describe a project, an idea, a concept or the like, you either

- Have realized (in one form or another ...)
- Want to/ are considering realizing ...

In your description, you should include:

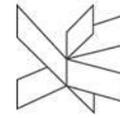
- Your motivation (passion) for the project concerned.
- How will it be implemented/ realized/ developed?
- How does it differ from similar projects?
- Who will help you along the way?
- And, finally, write the project's "elevator pitch*".

*Elevator pitch = a ca. 30 second "pitch" of the project.

The answer may fill 2 pages max.

Your answer will be evaluated on:

- Motivation, concept, comprehensive understanding and enterprise.



STEP 2 – Personal interview

Personal interview lasting 20 minutes.

The interview will focus on the following, which you are asked to prepare:

- Why do you want to do this bachelor programme?

Prepare a brief presentation in which you explain your choice as well as your prospects and level of ambition.

- Presentation of portfolio
- Please bring your dreamboard

STEP 3 – Selection process

Hereafter the final selection will take place. We will send notice by email of admission, waiting list or rejection.

Best of luck with the assignment!