

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

Retail Design

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 - TEKO 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.

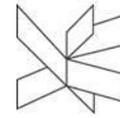
If you apply for admission to two specialty programmes, you must submit an admission assignment for both specialty programmes.

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 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 Retail Design specialty.

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:

1: Design Awareness

Provide a SHORT description of an existing commercial space (for example a store/restaurant/café, night club) that you would like to have designed. Support the description with pictures/sketches) and substantiate your choice of this space explaining why this is a good spacial design.

You will be assessed based on:

- Design/brand awareness, substantiation, and formulation.

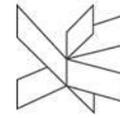
2: Idea Generation and Sketching

You should sketch a point of sale for one of the following brands: Hummel.net, designbyfrandsen.dk or damask.dk (Georg Jensen Damask).

The point of sale sketched should stand out and be a physical brand expression and at the same time an experience to the customer.

The point of sale has not yet been defined in terms of size, location, form or target group. It is therefore your task to provide a short description of this.

In addition, we should be able to see your design process. You are therefore asked to hand in your sketches (scan your sketches - and if you work in model take photos - and organize all material in chronologic order). You are welcome to write notes on the sketches you make.



You will be assessed based on:

- Originality
- Overall understanding of the task
- Your ability to express yourself
- Your way of communicating your idea
- Documentation of design process
- 3-D drawings – we can recommend Google sketchup and web based tutorials.

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 5 minute presentation of the element
- **3-D competences**

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.