



brand academy

hochschule für design und kommunikation
university of applied sciences

BRAND ACADEMY APPLICATION FORM

Bachelor's Courses:

Brand Management

Communication Design

Digital Design

Brand Academy is the only European university focused on educating the **brand experts of tomorrow**.

Our Bachelor's programmes are your entry ticket to a sustainable, successful career in brand management, communication design and digital design.

Whether for agencies, startups or brand managing companies, you will be shaping the future of brands!

For questions concerning our Bachelor's programmes as well as assistance in the application process, please contact:

For programmes in German:

Ms. Sonja Sahlmüller

Tel. **+49 (0)40 380 893 56 - 14**

Email: sonja.sahlmuller@brand-acad.de

For programmes in English:

Ms. Anna Prokhorenko

Tel. **+49 (0)40 380 893 56 - 23**

Email: anna.prokhorenko@brand-acad.de

APPLICATION DEADLINES

Our summer semesters start in April, the winter semesters in October.

Our application deadlines vary depending on whether the applicants requires an entry visa for Germany or not.

Please click the following link for a list of countries:

http://www.auswaertiges-amt.de/EN/EinreiseUndAufenthalt/03_Visabestimmungen/StaatenlisteVisumpflicht_node.html

	Entry visa for Germany not required		Entry visa for Germany required	
	Summer Semester	Winter Semester	Summer Semester	Winter Semester
Brand Management (German)	15 th March	15 th September	31 st December	30 th June
Brand Management (English)	n/a		n/a	
Communication Design				
Digital Design				

APPLICATION REQUIREMENTS

The following documents are to be submitted as part of your application. In case you intend to send it via email (recommended), please use the PDF format unless mentioned otherwise.

1. A certified copy of your higher education entrance qualification including a transcript of records. If the document was issued in a language other than German or English you need to include a certified translation into either language.
2. Certified proof of B2 level proficiency in the language of instruction of the B.A. programme you are applying for - unless you are a native speaker. TOEFL (min. 87 points), IELTS (min. 5.5 points) and equivalent internationally recognized certificates are acceptable. In selected cases, previous higher education studies may be considered sufficient proof of B2 level proficiency.
3. A completed application form incl. photo (see page 4).
4. A high quality portrait/passport photo sized 16mm (width) x 21mm (height). If you plan to send your application by email, please ensure that (a) the color model is CMYK, (b) the resolution is 300dpi or better, and (c) the file format is JPG.
5. A letter of motivation that provides a convincing explanation why you would like to join the B.A. programme you have chosen, the reasons why you think you are likely to succeed, and which career you are aiming to pursue with your degree. It should not exceed one page DIN A4.
6. A current CV in tabular form and chronological order.
7. A certificate of ex-matriculation, if you have previously attended another university (or university of applied sciences) and haven't completed your degree.
8. A clearance certificate, if you have already been studying the same degree course you intend to study at Brand Academy for more than two semesters, but at a different university (or university of applied sciences).
9. A copy of a valid national ID-Card or Passport, if you are not a German citizen.
10. Proof of work experiences, letters of reference, vocational training certificates, documentation of volunteer activities or anything else that may help us view your application more favorably.
11. Samples of your design work, if you are applying for the Brand Design B.A.

INFORMATION ON WORK SAMPLES

(Only relevant to the Brand Design programmes)

Your portfolio should include at least one sample piece related to the topic of Brand Design, e.g. a logo, an image campaign, a TV ad, a poster or the like. If you submit movies or animations, please include a printout of a small storyboard consisting of screenshots. In case of a website, please provide printouts and the URL.

In our evaluation, we will focus on the size of your portfolio, the quality of your creative ideas and their implementation, as well as the arguments for your decisions. This is why all of your work should be accompanied by written elaborations.

As far as applicable, your work should be presented in a consistent format, preferably DIN A3. For the purpose of archiving your portfolio, please also submit it on a memory stick.

Your portfolio must be accompanied by a written and signed declaration stating that you had no outside help in its completion. If someone did assist you, you are required to explain in detail which portion of your work was done by yourself.

SELECTION PROCESS

We will determine your suitability as a candidate during a two-step selection process that will assess your subject-related and general aptitude.

Stage 1: Assessment of your application materials. If we consider them sufficient, we will contact you swiftly to arrange a time and date for Stage 2.

Stage 2: Entrance examination in the form of an interview, conducted by the Programme Director and a member of the faculty.

If you successfully complete both stages, we will gladly offer you admission to your chosen B.A. programme. The process will conclude with the signing of a legal contract.

To get started, please send your complete application to:

bachelor@brand-acad.de (preferred)

Alternatively, you can send them by regular mail to:

Brand Academy
University of Applied Sciences
Application Management
Rainvilleterrasse 4
22765 Hamburg
Germany

Please check our requirements, fees and deadlines thoroughly before submitting your application to us! Please use the application check list to ensure that your application contains all required materials.

APPLICATION

Please note that this PDF document is interactive, i.e. you can enter your information directly into it. Depending on your technical setup and browser, you may have to download it first to activate the feature. If you plan to fill in the form by hand (not recommended), please make sure to write clearly (preferably in capital/print) letters. Please note that your personal data will be kept confidential and will not be disclosed to third parties.

Brand Management (German)

- Winter Semester (October) 20__
 Summer Semester (April) 20__

Brand Management (English)

- Winter Semester (October) 20__

Communication Design

- Winter Semester (October) 20__

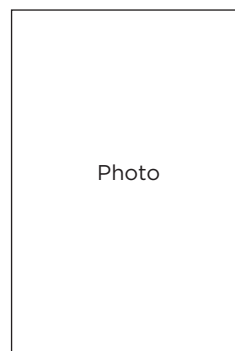
Digital Design

- Winter Semester (October) 20__

Date _____

PERSONAL DETAILS

Surname _____
First Name _____
Birth Name _____
Gender female male
Date of Birth _____
Place of Birth _____
Nationality _____



CONTACT DETAILS

Street, No _____
Postal code, City _____
State _____
Country _____
Phone _____
Mobile _____
E-Mail _____

APPLICATION CHECK LIST

- Completed application form including photo
- Portrait/passport photo according to specifications
- Certified copy of higher education entrance qualification including transcripts of records.
- Certified translations of entry qualification (if applicable)
- Certified proof of language proficiency (if applicable)
- Letter of motivation
- Current CV
- Certificate of ex-matriculation (if applicable)
- Clearance certificate (if applicable)
- Copy of valid national ID-Card or Passport (if applicable)
- Any additional documentation that may cast a positive light on your application, such as work experience, volunteer assignments, vocational/professional training etc.
- Work samples and memory stick
(only relevant to applications for Brand Design)

Please send your complete application to:

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