



Admission Test

for the **Bachelor programme Advertising**.

All applicants for the Bachelor of Arts in Advertising programme undergo a two-stage admission test. The results of this test determine whether you are invited to an admission interview.

Please edit the following two tasks in a self-selected form and upload the edited admission test and your letter of motivation in the online application form at www.campus.srh-hochschule-berlin.de.

1. Analysis of advertising campaign

Please select two recent advertising campaigns for any product or service. You can choose any format or medium: advertisements, posters, online banners, viral spots, ... - everything is allowed. Choose one campaign that you think is particularly successful and one campaign that you think does not work at all. Please attach or include the examples (ad, DVD, internet link, etc.). Please analyse the campaigns and justify your assessment of the campaigns. Your analysis should not be longer than two DIN A4 pages.

2. Portfolio

with at least 10 of your own artworks (drawings, pictures, graphics, photos or scribbles). The folder should provide an insight into your individual design and technical development. Please choose the topics that are most important to you. Please include a written explanation about your work and approach.

3. Motivation to study

Please submit a letter of motivation (1 DIN A4 page). Feel free to write a text, create a collage or make a sketch or do it all together. It's up to you.

What happens after you have submitted your application:

First, we examine your application. If we deem it successful, we invite you to a personal admission interview. If you cannot visit us in Berlin for the interview, we can also offer you an appointment via Skype.

Address

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