

## Admission process 2025

### Bachelor of Arts in Visual Communication with specialisation in Digital Ideation

#### Part 1

**Application  
deadline:  
16.02.2025**

#### Apply online and upload your application documents

In order to participate in the admission procedure, please register here by 16th February 2025: [Link](#)

A registration fee of CHF 200.00 will be charged and must be paid before completing your application.

Please submit the following documents along with your online application:

- CV with photo and chronological list of degrees and certificates (tertiary and continuing education, employment history and language skills)
- Motivational letter in German (one A4 page max.)
- Language certificates and reference (if available)

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#### Part 2

**Portfolio digital  
(PDF)**

#### Present your best work in your portfolio and complete the artistic assignment

Your portfolio (PDF, 20 MB max.) contains a choice selection of up to five works. Use it to showcase your interests as well as your creative and artistic skills. Show us how you use technology creatively. Present each work using one or several images (screenshots, photographs, stills or scans) and provide context for them (medium, technology, year created, name of author). Use additional images to illustrate your work process. In case of collaborations, please name all parties involved and describe your specific contribution to and role in the project. You may add a text-based description of up to 50 words if it helps to convey your work's meaning.

Please provide all your general project information in the PDF file. You may complement it by including website links to your work in the file (please do not include any download links, e.g., to a Dropbox folder). It is your responsibility to ensure the technical features of your submission work as intended. Elements that do not work on the first attempt will not be considered. If you wish to submit software projects, please do not send us executable files, but a video and/or screenshot-based documentation describing them. The use of generative AI must be acknowledged, and image and text sources reference.

**Artistic  
assignment  
published online:  
from 21.02.2025**

After the application deadline, you will get the artistic task for your homework assignment, which you must submit along with your portfolio. The artistic assignment will be posted online on **21st February 2025**. We will send you an e-mail with a link to access the necessary information and upload your documents

**Submission deadline  
for portfolio and  
homework  
assignment:  
03.03.2025  
(from 9:00) to  
07.03.2025 (16:30)**

Your application documents include:

- Your portfolio (PDF, may include hyperlinks, 20MB max.)
- Your homework assignment (PDF, 20MB max.)

**Invitation to the  
assessment day:  
until 24.03.2025**

If your application is successful, we want to meet you in person. You will get an invitation by e-mail with dates and information about the assessment day. We will also notify you by e-mail if it has been unsuccessful.

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## Part 3

**31.03. -  
03.04.2025**

Please make yourself available for the assessment day for the entire period.

### Assessment day

On the assessment day, you will meet some of our team and get a tour of our venues. We will discuss your work and motivation. You will share your vision for your future with us and demonstrate your artistic skills and technical affinity. If we expect specific preparations for the assessment day, we will inform you ahead of time.

**Notification of  
acceptance:  
until 17.04.2025**

### Decision on admission

We will communicate our decisions on admission until 17th April 2025. You accept your place on the course by returning the student agreement (no later than seven days after the notification of acceptance). You will be notified by e-mail if you have been put on the waiting list. If a study place has become available, we will let you know as quickly as possible. Please note that we are unable to provide information over the phone.

**Admissions from  
waiting list until the  
end of June 2025**

We will notify you of the final decisions on admissions from the waiting list by the end of June 2025.

**Costs / Study fees**

According to the rules set out in "[Study fees 2025 - 2026](#)" document, applicants may withdraw from their place on the course until **31st July 2025** without incurring any additional fees.

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## Further information

Bachelor's programme in Digital Ideation: [Link](#)

Please refer to the general information section of our website for admission criteria and a FAQ on the admissions process: [Link](#)

Any other questions?

If you have administrative questions, our Secretariat can advise you:  
Tel. +41 41 248 64 64  
E-mail: [admissions.dfk@hslu.ch](mailto:admissions.dfk@hslu.ch)