

Bachelor Digital Ideation

Admission process 2026

Bachelor of Arts in Visual Communication with specialisation in Digital Ideation

Part 1

Application

Application deadline

15.02.2026

In order to participate in the admission process, please register [here](#) by 15th February 2026:



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)

Part 2

Submission of digital portfolio (PDF)

Artistic assignment published online

From 20.02.2026

Submission deadline for portfolio and homework assignment

02.03.2026 (by 09:00) –

06.03.2026 (until 16:30)

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 projects. 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. Instead, provide documentation in the form of videos or screenshots. Declare the use of AI-based image or text generators and provide all image and text sources.

After the application deadline, you will get the task for your artistic homework assignment, which you must submit along with your portfolio. The assignment is published online on **20th February 2026**.

We will send you an e-mail with a link to access the necessary information and upload your documents.

Your application documents include:

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

Invitation to the assessment day
Until 23.03.2026

After your documents have been reviewed, you will be informed about the next steps. If the decision is positive, you will receive an email invitation with the date and time for the assessment day. In the case of a negative decision, you will also be notified by email.

Part 3

Assessment day

Period

30.03.–01.04.2026

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

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.

Decision on admission

Notification of acceptance
Until 16.04.2026

Positive decisions and definitive rejections will be communicated until 16th April 2026. To confirm acceptance of a study place, the student agreement must be returned within 7 days of receiving the acceptance notification. Applicants who meet the admission requirements but cannot be offered a place due to limited capacity will be placed on a waiting list and informed via e-mail. You will be notified as soon as a study place becomes available. Please note that all communication regarding the waiting list will be handled exclusively via e-mail. We are unable to provide updates by phone.

Decision waiting list
Until the end of June 2026

The final decisions on the waiting list will be sent out at the end of June 2026.

Costs / Study fees
According Study Fees
2026–2027

According to "[Study Fees 2026–2027](#)", , a study place that has already been accepted can be withdrawn without further costs until 31st July 2026.

Further information



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



Please refer to the [general information section](#) on our website for details on admission criteria and the application procedure.

Contact

Should you have any further questions, please do not hesitate to contact the admissions team:
Tel. +41 41 248 64 64, E-mail: admissions.dfk@hslu.ch