Bachelor Digital Ideation

Admission process 2027

Bachelor of Arts in Visual Communication with specialisation in Digital Ideation

Part 1
Application

Application deadline
21.02.2027

In order to participate in the admission process, please register here between 14 November 2027 to 21 February 2027:

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 (education and training), employment history and language skills
- Motivation letter in German (one A4 page max.)
- Proof of German language proficiency
- References (if available)

Part 2
Submission of digital portfolio (PDF)

Artistic assignment published online
On 26.02.2027

Submission deadline for portfolio and homework assignment
08.03.2027 (by 09:00) – 12.03.2027 (until 16:30)

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

Your portfolio (PDF, 20 MB max.) contains a choice 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 and context of creation, 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 your submitted 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 digital portfolio.

The assignment is published online on 26 February 2027. We will send you an email 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 30.03.2027

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
05.04.–07.04.2027
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. You will participate in a workshop and attend an interview. 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 22.04.2027

Positive decisions and definitive rejections will be communicated until 22 April 2027. 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 2027

The final decisions on the waiting list will be sent out at the end of June 2027.

Costs / Study fees
According Study Fees 2027–2028

According to "Study Fees 2027–2028" a study place that has already been accepted can be withdrawn without further costs **until 31 July 2027.**

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