



TAMK Degree Programme in Media pre-task for application 2012

Please check that you have completed all these:

1. Online application

online application form

2. Portfolio

personal data form

samples of your work

motivation letter

3. Design assignment

task for visual designer OR producer OR interaction designer

Practical information

Application time starts January 9th and DEADLINE is February 14th 2012 4.15. p.m. Finnish time (+2 hrs GMT). The entire pre-task has to be **in our office** by the end of the application period. Postal stamp of 14 February is not sufficient.

Assessment and points for the pre-task

The portfolio gives 0-50 points, the design assignment 0-50 points, thus the maximum amount of points is 100 p. The 60 eligible applicants having most points will be invited to the entrance exam 17th or 18th April. In case two or more applicants finish 60th with equal points, all of them will be invited.

The points acquired from the pre-task are not taken into account in the final entrance exam points; they only determine which applicants will be invited to the entrance exam.

NB! We will not return your portfolio and other materials. Please send us copies of the originals you wish to keep.

Do not attach ANY electronic media! Print your digital images on paper. URL's are allowed.

NB 2! We will not explain how to interpret the pre-task individually, so please do not send us emails asking how to implement this pre-task.

Remember to add your name on each individual paper you send.

Post your portfolio and design assignment to:

TAMK Finlayson Campus
Finlaysoninkatu 7
33210 Tampere
Finland



1. Online application

Applying takes place online at www.admissions.fi. It is not sufficient to send only the pre-task (Portfolio & Design assignment), you must also complete the online application.

Be careful when choosing your order of preference in the application. The order of preference chosen is binding and cannot be altered after the application closes.

More information: <http://www.tamk.fi/jointapplication>

2. Portfolio

Design a portfolio that includes the most essential aspects of your personal history in relation to the Degree Programme in Media:

- a) Print out the personal data form (at the end of this document) and fill it carefully.
- b) Include material that you think might improve your chances of getting approved (printouts, photos, images, illustrations, URL's. Attach 1-3 work samples of your own, maximum size A4 per item.
- c) Write a short motivation letter (no more than 250 words) explaining why we should invite you to the Media Programme.

Output: portfolio total max 5 pages/items

Criteria for assessment: originality, motivation and suitability for media professions.

3. Design Assignment

Imagine the following scenario:

It just might be the case, preferably not, that the world will be coming to its end on the 21st of December 2012. A giant asteroid is hurling towards Earth, and scientists say that it is going to hit us with a probability of 50 %.
What is the human race going to do on the eve of the possible catastrophe? Organize huge parties and all kinds of events, of course!
*The last day is going to be a **24-hour nonstop fiesta**.*

You are either the **designer** or the **producer** or the **interaction designer** in charge of planning one of the events in this magnificent world-wide enterprise. This time, the banks and other sponsors are not cheap on money. You have an unlimited budget.

Your event should be something that can be enjoyed by people all over the world, provided they have access to the Internet, television and/or mobile phones.

Not everybody is interested in the same things, so think about your theme and your target group and state them.

Some moral issues have to be considered, though. There is always the 50 % chance that the world will survive and the asteroid will miss Earth. Life might go on as usual the next day. So plan your event carefully.

The tasks should arrive to us in an **analogue format**, for example on a piece of paper.

THE TASKS (*choose only one!*)

a) FOR THE VISUAL DESIGNER

Make two (2) **concept images** of how the event will look like. You can also include some short explanations with or inside the images. The size of the images may range from A4 to A2.

Output: Two images, written explanations

b) FOR THE PRODUCER

Write a description of two (2) pages about your event. Include answers to questions like WHO? WHAT? WHY? HOW? WHEN? WHERE? Remember that all kind of media is at your disposal. You can add one concept image.

Output: Two A4 sized sheet of paper with written text. + Optionally one A4-size illustration

c) FOR THE INTERACTION DESIGNER

Develop a concept for an interactive event, for example a world-wide game that can be played on the last day before the comet hits Earth. The event or game should work on several web-based and mobile platforms, or it can use for instance augmented reality devices.

Write a description of max two (2) pages of the event, and you can add one concept image if necessary.

Output: Two A4 sized sheet of paper with written text. + Optionally one A4-size illustration

Criteria for assessment: creativity, credibility, consideration of the target group, quality of written English.



Personal data form (part of portfolio)

First name(s) _____ Family name _____

Nationality _____ Mother tongue _____ Age _____

Residence _____ email _____

Education: _____

Courses or activities relevant for this education: _____

What hobbies/interests do you have? _____

Work experience _____

Web sites/blogs/profiles created by you: _____

Other projects you are proud of (not only media) _____
