



Important information about applying for the

## Production course (lateral entry to project-based study)

- incl. Executive + Line Producing
- incl. Advertising Film Producing
- incl. Transmedia/Games Producing within the Interactive Media postgraduate course

**Application deadline** (date of postmark):

15 Feb 2021 (for the Executive + Line Producing and Advertising Film Producing specialisms) or 15 May 2021 (for Transmedia/Games Producing within the Interactive Media postgraduate course)

**INFORMATION FOR ONLINE REGISTRATION:** Applications for Animation/Animation & Effects Producing (Deadline: 15 May 2021) are completed under the "Postgraduate Courses" section!

## 1 Application documents

The following application documents must be submitted when applying for a place on courses:

- 1.1.1.1 Evidence of general/subject-linked university entrance qualification and of a (pre-diploma,) diploma, Bachelor or Master degree (officially certified)
- 1.2 CV in table format (typewritten/computer file)
- 1.3 Motivation letter explaining your interest in the chosen field of study (max. 1 A4 page)

### 1.4 Plus the following additional requirements for the areas:

#### 1.4.1 Executive + Line Producing

Evidence of relevant, solid professional experience (at least 12 months) in film and TV production in one or more areas, e.g. line producer – production management – general management – producing – Evidenced by eligible testimonials and/or official credits, naming the tasks performed. If applicable, submit a pre-diploma, diploma, Bachelor or Master.

Furthermore:

Please submit a description of your relevant practical experience and arrange them in a summary reflecting on your personal and professional skills (summarized in one document:

Part A) description of tasks, and

Part B) classification of these tasks, incorporating personal and professional reflection, in connection with your desired field of study (max. 2 A4 pages)

A letter of motivation (max. 1 A4 page).

CV (in table format)

2 recommendations/references from the industry by persons in senior positions.

Filmography

Work sample: none.



#### 1.4.2 **Transmedia/Games Producing**

Evidence of a diploma, Bachelor or Master from a university, university of applied sciences, higher education institution, art college, art academy (state-recognized degree), through certificates and work samples. Applicants can have a background in the fields of business/economics, law, arts and humanities, natural sciences, journalism or related disciplines, and must provide evidence of, as a rule, six months of professional practice in film and TV production, media production or multimedia/online media/games, as well as evidence through work samples (see 2.1).

#### 1.4.3 **Advertising Film Producing**

Evidence of a pre-diploma, diploma, Bachelor or Master from an art college, design academy or film school (with a focus on film and media) or studies at a corresponding university or university of applied sciences, as well as evidence of practical experience in the media sector.

Extensive and well-founded experience in the media sector, in advertising film production and/or advertising agencies can in some cases replace previous study as a qualification.

#### **And for foreign applicants (m/f/x):**

- 1.5 If applicable: Evidence of a satisfactory command of German (Basic Knowledge II) DSH, Deutsche Sprachprüfung für den Hochschulzugang
- 1.6 Foreign applicants (f/x/m) who have a foreign school-leaving certificate (A Level) must present this certificate to the following institution to establish equivalence with the German school-leaving qualification (Abitur) before submitting their application to the Filmakademie: Staatliche Akademie der Bildenden Künste Stuttgart/State Academy of Fine Arts Stuttgart, Abteilung für Studien- und Prüfungsangelegenheiten, Am Weißenhof 1, 70191 Stuttgart.
- 1.7 The residence permit must be presented at the time of enrolment at the latest.

## **2 Work samples**

#### **In addition to the application documents listed above, you must also submit a work sample:**

##### 2.1 Application for **Transmedia/Games Producing:**

1 work sample in the form of an analysis of the elements of budget/team structure/technology use in an interactive application (e.g. a game, spatial experience, installation, VR experience, web app). If the interactive application is not accessible online, applicants must submit documentation of it (e.g. screen-capture, play-through, photos). The work sample should be submitted on a USB stick, 3.0 preferred. The work sample should demonstrate your producing skills for the Interactive Media field of study.

##### 2.1.1 Application for **Advertising Film Producing:**

A film you produced or co-produced, which can be in any advertising film format currently used, for example short classic formats of 5 seconds to 1 minute, including campaigns, interactive formats, viral spots, social spots, etc. Documentary advertising formats or slightly longer fictional advertising formats, e.g. in the style of a branded short, are also accepted.

The important factor here is the communication/message in relation to a product, brand, institution, etc.

The film must be submitted on an SD card or USB 3.0 stick in the MP4 format max. ProResHD (max. 4 GB).

**Tip:** For sending by post, we recommend a USB 3.0 stick in a cheque card format!



### 3 General

- 3.1 Please do not use complex and elaborate packaging.
- 3.2 If sending by post, make sure you have enough stamps to cover the postage.
- 3.3 You will receive confirmation of receipt of your application documents around 4 weeks after the application deadline or after formal sorting.
- 3.4 Please include a €5 note for return postage for your work sample and documents.
- 3.5 Filmakademie Baden-Wuerttemberg cannot assume any responsibility for application documents or work samples that are lost when sent back to applicants (x/m/f).
- 3.6 Education at the Filmakademie Baden-Wuerttemberg can generally, in compliance with the legal criteria and provisions, be supported through BAföG.
- 3.7 The entrance examinations/tests will be held between 15 March and 15 July.
- 3.8 Please note that the state of Baden-Württemberg has been charging fees for second degree courses since winter semester 2017/2018 in cases where the first degree was completed in Germany.



## **Checklist of documents that must be submitted**

- Printed and signed application form
- Photo
- Certificate of general/subject-linked university entrance qualification and, if applicable, of a pre-diploma, diploma, Bachelor or Master degree – officially certified –
- Evidence of the required practical experience in the media sector
- Evidence of any previous studies (certificate of study + certificate of exmatriculation)
- CV in table format (not handwritten)
- Motivation letter explaining your interest in the chosen field of study (max. 1 A4 page)
- Work sample (not applicable when applying for basic AND project-based studies in the Production course)
- If applicable: Short summary of your work sample (max. half A4 page)
- If applicable: Two still photos/film stills/screenshots of your work samples (not applicable for Screenplay Writing)
- For Executive + Line Producing: job description (see. 1.4.1)
- For Executive + Line Producing: 2 reference letters from the industry
- For Executive + Line Producing: Filmography
- €5 note for returning the submitted application documents

### **And for foreign applicants (x/m/f):**

- Evidence of adequate command of German (DSH)
- Evidence of recognition of the foreign educational qualification by the State Academy of Fine Arts, Stuttgart
- Documents complete

### **PLEASE NOTE:**

**- Applications will only be processed if the submitted documents are complete!**

**- Filmakademie Baden-Wuerttemberg cannot assume any responsibility for application documents or work samples that are lost when sent back to applicants (m/x/f).**