



This guide aims to prepare future students for the different stages of the GDA application process.

ArteZ  
Onderlangs 9  
6812 CE Arnhem  
The Netherlands



## Introduction

The internationally-oriented bachelor Graphic Design Arnhem (GDA) provides a learning environment to develop your creative skills and acquire critical knowledge; contributing to new vantage points on-, through- and with-graphic design.

### We offer

- ////// Strong emphasis on experimental ideation and conceptual research processes;
- ////// The curriculum provides plenty of scope to explore individual aspirations and ambitions in emergent fields and critical practices;
- ////// An internationally recognised department with award-winning students and lauded alumni;
- ////// Taught by high profile and multi-disciplinary tutors;
- ////// State-of-the-art facilities and well-equipped workshops.

More information on the Programme can be found on the ArtEZ website.



## Step 2: Online Portfolio + Home Assignments

When the written application meets the assessment criteria of the Department you will be asked to submit an Online Portfolio as well as complete a Home Assignments.

### 2.1 Online Portfolio

The online portfolio should include 15-20 images of work and be saved as one multiple page PDF (landscape, max size 25mb). For moving image work and showreels link to an external URL (vimeo, youtube etc). The online portfolio can include final outcomes and we also encourage examples of process e.g. sketchbook pages and prototypes.

Examples of work in the portfolio can include (but are not restricted to):

- ////// visual and textual research that highlight a willingness to explore.
- ////// ideas and concepts that inform visual experiments and creative processes.
- ////// finished (school) works that show consideration for its viewer or reader.
- ////// personal work: self initiated, directed and/or extra-curricular.

For the portfolio consider the final selection and its presentation. If you need to photograph work make sure to do so in a space with plenty of light. Be mindful of accidental shadows, focus and odd angles.

### 2.2 Home Assignments

The home assignments are shared digitally by ArtEZ. Both need to be completed. Read them carefully and give yourself plenty of time to work on them. This is an opportunity to show us your potential in multiple ways: how you think, how you observe and also how you visually communicate with various materials and media.

### Step 1: Written application

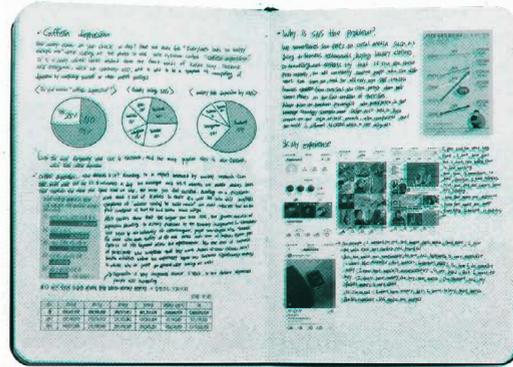
The GDA application is via Studylink. Information can be found here: [www.artez.nl/en/study-at-artez/application-and-admission/application-and-admission](http://www.artez.nl/en/study-at-artez/application-and-admission/application-and-admission)

Alongside relevant personal information the applicants will be asked a series of answers that gives them the opportunity to express their motivation and commitment to study and their suitability for the course.

We are looking for applicants with the following qualifications:

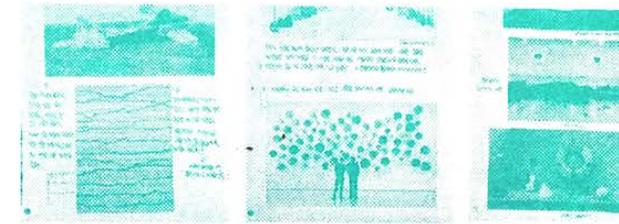
Havo-, vwo-, mbo-certificate (niveau 4) or International Baccalaureate (28pt or above). An English Language Test (IELTS, TOEFL) may also be a requirement. Check the website for more details.





### Step 3: Interview + GDA Day

If successful in Step 2, you will be invited for an interview and experience at GDA. This will be either in-person in Arnhem (3.1) or online (3.2), for those international applicants who may not be able to travel. Remember: it's all about you, your portfolio and us!



**You** // We have a limited number of places on the course and are looking for applicants who are ambitious, critical and curious. Consider ways in how you can highlight these qualities and share examples.

#### Interview 3.2 (online)

The GDA interview is a 30-min online meeting in Teams with GDA tutors and students. In addition to questions about the work, you will be asked about your motivations and ambitions in graphic design. You can ask questions too.

**Portfolio** // We'll expect you to talk about the work you bring with you. Be able to analyse and explain it, identifying its strengths and perhaps also future opportunities.

A day in advance you will receive a number of small experimental assignments to complete in time for your interview. You will need general art and design 'tools' such as glue, pencils, pens, paper etc. to complete these assignments in your own time. The work will need to be shared with GDA prior to the interview and there may be a few questions about them.



**Us** // We like to see an awareness of the department ethos, its students and alumni as well as tutors. We're keen to find out why you want to study at ArtEZ, and more specifically, why Graphic Design.

#### Interview 3.1 (in-person)

The GDA interview is at ArtEZ in Arnhem. It's a day where you will meet other applicants and be shown around. It's a great opportunity to also meet some of the tutors, current students, get to know the Department better and ask us questions.

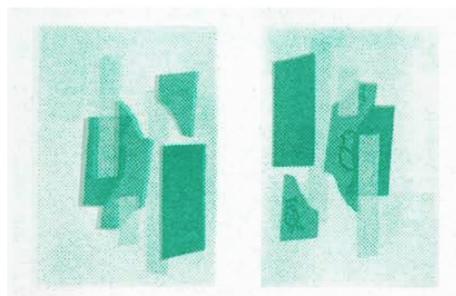
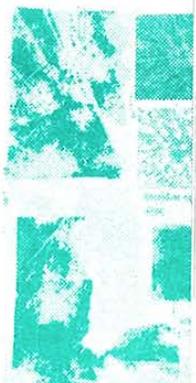
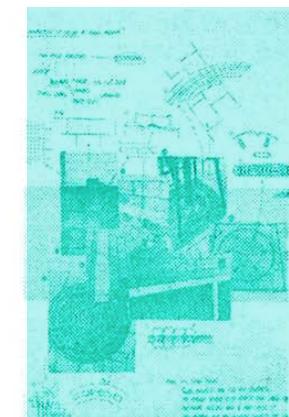
Make sure you have a good internet connection and a working computer.

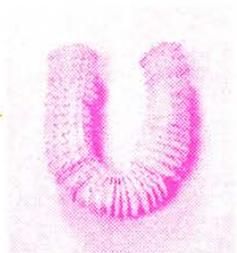
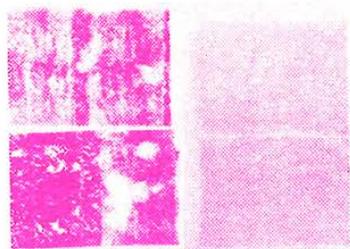
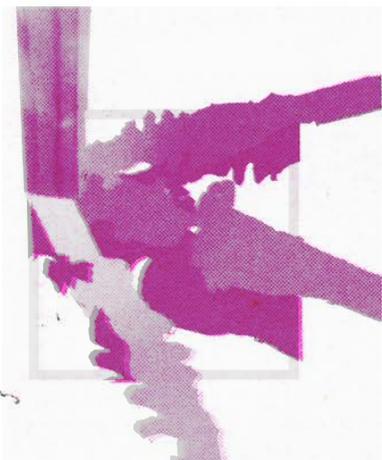
Throughout the day there will be a number of small experimental assignments to complete. You don't need to prepare for these but do bring general art and design 'tools' such as glue, pencils, pens, paper etc. The work created in these assignments will be reviewed at the end of the day.



The interview itself will be around 20-30 min. with a GDA tutor and student present. Bring along an organised and curated portfolio. This can be an A1, A2, A3 and/or digital. For digital work bring a (charged) laptop or tablet to show the work on.

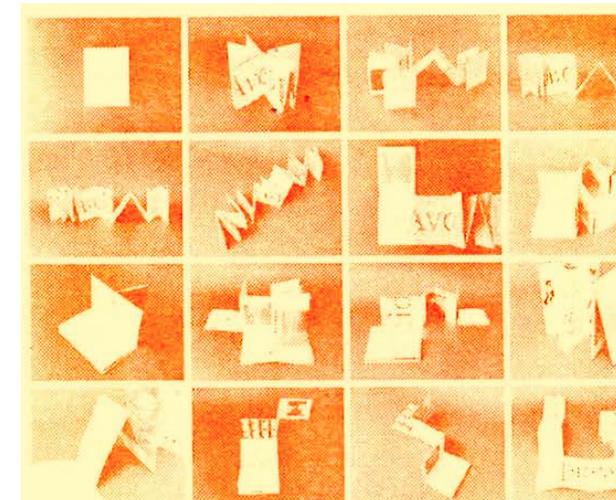
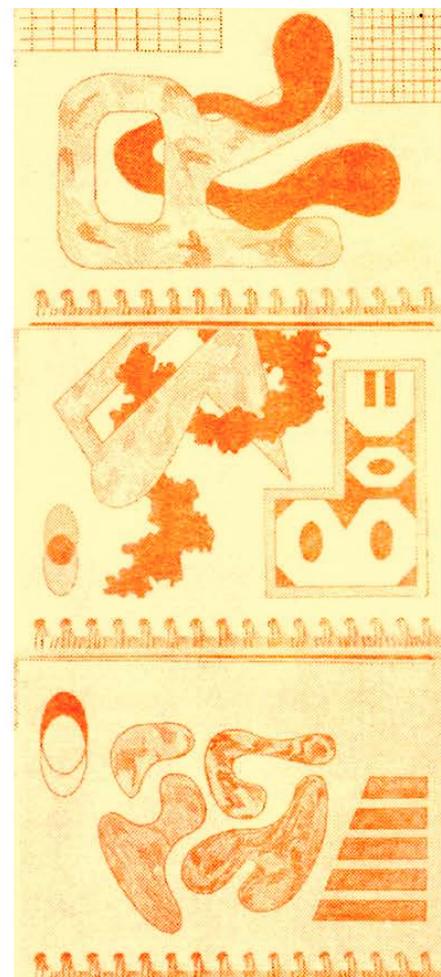
In addition to questions about your work, you will be asked about your motivations and ambitions in graphic design. You can of course ask questions too.





#### Step 4: Offer

All candidates will be carefully considered on the merit of the necessary qualifications as well as the quality of the portfolio, home assignments and interview. The admissions committee (GDA) will advise the Board of Examiners whether to offer a place on the course. You will be notified of the result within three working weeks of the entrance examination.



#### Online and in-person Portfolio Talks

We recommend applicants to attend one of our informal physical or online Portfolio Talks in advance of an interview. It's an opportunity to look at portfolio examples from other students and receive useful feedback and tips on your own portfolio.

Dates will be announced on [www.artez.nl/opleidingen/bachelor/graphic-design-arnhem](http://www.artez.nl/opleidingen/bachelor/graphic-design-arnhem).

#### Useful stuff

Artez Arnhem's Open Day is on the first Saturday in November, from 10am to 4pm.

Online Open Day talks can be booked on: [www.artez.nl/en/open-day-artez-arnhem](http://www.artez.nl/en/open-day-artez-arnhem)

Instagram: @gdarnhem

For more information contact:  
[graphicdesign.arnhem@artez.nl](mailto:graphicdesign.arnhem@artez.nl)  
+31 (0)26 353 5624

Head of Department:  
Maaïke van Neck

GDA Coordinator:  
Patricia Bosveld

The examples of work shown in this document are from the original portfolios current GDA students applied with. Thank you Irem Adigüzel, Jaemin Chung, Aglaya Drobysheva, Gilles Goosen, Kim Han-Gyeol, Lee Hee Gyung, Woobok Lee, Amber Zara van den Pangaard and Lucas Zuidema.

