Audiovisual Media Entrance Examination Evaluation Criteria

General structure of the entrance exams

Round I - Portfolio and application documents - 30%

Candidates must upload their portfolio, CV, filmography and motivation letter to DreamApply or SAIS by the specified deadline.

Round II - Two creative assignments - 35%

Candidates receive the instructions for the first creative assignment by email and have 90 minutes to complete it. After completing the first assignment, they receive the second assignment and have 24 hours to complete it.

Round III - Interview - 35%

Each candidate is informed of the time of their individual interview by email. The interview with the admissions committee lasts 15 minutes.

Rounds I and II are evaluated together. To advance to Round III, the candidate must receive at least 40 points out of a possible 65.

Portfolio, CV and filmography: maximum 30 points

Creative assignment I: maximum 17 points

Creative assignment II: maximum 18 points

Maximum total: 65 points

Threshold to advance to the Interview round: 40 points

Portfolio requirements for the creative module

1. Motivation letter in English as a PDF file.
2. CV in English as a PDF file. Include any previous experience in art, writing, music or relevant audiovisual fields. If needed, follow the Europass CV format.
3. Filmography in English as a PDF file. List the films and audiovisual projects in which you have participated. For each project, include the title, year, length, director if applicable, and your role or roles.
4. A ranked selection of your short films, clips or showreel, with a total duration of no more than 15 minutes. Include links to YouTube, Vimeo or Google Drive. Instagram and TikTok links are not accepted. State your role in each work, for example director, producer or screenwriter.
5. Other original artistic work. At least one written work that demonstrates your creative expression in written English is mandatory, such as a screenplay, essay, story or poem. Submit the written work as one PDF file in English. Paintings, drawings and installations may be included optionally.

All required portfolio content must be in English or include English subtitles where necessary.

Portfolio structure

- Folder 1: CV, filmography and motivation letter

- Folder 2: a PDF file containing links to video materials and other artistic works

Submit all portfolio materials through one Google Drive link. The link must be public and accessible to anyone without registration. Upload a PDF file containing the Drive link to DreamApply or SAIS.

Evaluation criteria for the creative module

The admissions committee evaluates the submitted work, the candidate's previous engagement with audiovisual media, their curiosity about filmmaking, and the creativity, expressiveness and coherence of their work.

Portfolio, CV and filmography

The committee evaluates the candidate's previous engagement and commitment in artistic fields such as writing, visual art, music, film and acting, as well as the creative and structural coherence of the submitted work.

Creative assignments

The committee evaluates the candidate's creative and artistic capacity based on the submitted assignments.

Interview

The committee evaluates the candidate's ability to work in a team, their experience of teamwork, their analytical understanding of art, and their ability to reflect on their own work.

Portfolio requirements for the technical module

1. Motivation letter in English as a PDF file. State your current first and second choices of specialisation, for example 1. Sound and 2. Editing. Include any previous experience in art, writing, music or relevant audiovisual fields.
2. CV in English as a PDF file. If needed, follow the Europass CV format.
3. Filmography in English as a PDF file. List the films and audiovisual projects in which you have participated. For each project, include the title, year, length, director if applicable, and your role or roles.
4. Ten photographs selected or taken by the applicant:

- 2 portraits
- 2 landscapes or cityscapes
- 2 still-life photographs
- 2 photographs of everyday life
- 2 photographs on a theme of the applicant's choice

Include both colour and black-and-white photographs. Submit the photographs as JPG files through the Drive link.

5. Audiovisual portfolio in sound, video or editing. Select 9-12 minutes of your best work.
6. Optional additional work. You may include links to films, photography, editing or music on YouTube, Vimeo or Google Drive. Instagram and TikTok links are not accepted.

All required portfolio content must be in English or include English subtitles where necessary.

Portfolio structure

- Folder 1: CV, filmography and motivation letter
- Folder 2: photographs, with no subfolders
- Folder 3: a PDF file containing links to video materials

Submit all portfolio materials through one Google Drive link. The link must be public and accessible to anyone without registration. Upload a PDF file containing the Drive link to DreamApply or SAIS.

Evaluation criteria for the technical module

Portfolio, CV and filmography

- All documents are in English, clearly presented and formatted according to common professional standards.
- The audiovisual selection is between 9 and 12 minutes long.
- The portfolio and filmography clearly demonstrate the candidate's interest and skills in either two selected specialisations or all three specialisations: cinematography, sound and editing.
- The works in the portfolio are technically correct.
- The portfolio demonstrates the candidate's individual strengths and shows what distinguishes their work from that of others.
- The photography section demonstrates an understanding of different genres and shows both technical and artistic skill.

Creative assignment I

- The assignment is well written, clearly structured and has a beginning, middle and end.
- It is written as a literary story and does not include camera directions, editing notes or other comments that break the fourth wall.
- It demonstrates the candidate's ability to tell an engaging story and reveals their audiovisual perception of the world.

Creative assignment II - one-minute video on the given theme

- The video is technically correct.
- It presents a creative interpretation of the assignment theme.
- It includes only footage and images created within the 24-hour assignment period.

Interview

- The candidate gives clear and genuine answers.
- The candidate understands the technical module specialisations and can justify their first and second choices.
- The candidate understands filmmaking and can analyse the audiovisual components of a film or other audiovisual work, including cinematography, sound and editing.
- The candidate demonstrates teamwork and problem-solving skills.
- The candidate can reflect on and analyse both their successes and failures.

Example of a filmography

Example 1

Title: Self Reflection

Year: 2023

Length: 3 min

Role: Director, producer, writer, cinematographer, editor, composer

Genre: Short film

Example 2

Title: Cooking Show 101

Year: 2024

Network: TV1

Role: Camera assistant

Genre: Television

Example 3

Title: Yesterday

Year: 2021

Length: 10 min

Director: John Doe

Role: Camera operator, editor

Genre: Student film

Example 4

Title: Today

Year: 2022

Length: 1 min

Director: Joe Black

Role: Actor

Genre: TV commercial

Example 5

Title: Music Video “Blue” for Pink Flip Phone

Year: 2023

Length: 3 min

Director: Joe Black

Role: Graphic designer

Genre: Music video

Example 6

Title: The Square

Year: 2022

Role: Sound design

Genre: Art installation

Sample interview questions

1 Creativity and artistic expression

Use examples from your portfolio to demonstrate your creative thinking and explain how you have communicated ideas through different media.

2 Technical proficiency - Technical module

Describe your experience with audio and video equipment, editing software and other industry tools.

2 Technical proficiency - Creative module

Describe your experience with areas such as writing, directing actors and camera work.

3 Communication skills

Explain your ideas and discuss previous projects clearly and effectively.

4 Understanding of industry trends - Technical module

Discuss your awareness of current trends and emerging technologies in audiovisual media.

4 Understanding of industry trends - Creative module

Discuss your awareness of current trends, filmmakers, festivals, television series and film genres.

5 Passion for the field

Connect your favourite projects and long-term professional goals with your interest in audiovisual media.

6 Teamwork and collaboration

Describe your interpersonal skills and previous teamwork experience.

7 Adaptability and openness to feedback

Explain how you respond to change and constructive criticism in a fast-paced industry.