

HYPER ISLAND

Application Work Sample Digital Media 2009

As an applicant to the Digital Media program you have to create and send in the assignment work sample and personal letter.

Assignment work sample

You should choose between one of the following assignment work samples; "Travel" or "60+", presented below. Your ideas and concept should be based on digital media.

"TRAVEL"

Imagine it's the year 2030. You are creating unique travel experiences. Your task is to come up with a travel concept and create a campaign to sell it.

Describe and present your concept

- Describe the target group? What are their needs?
- What is unique about your concept?
- How do you market and sell it?

As a second part of the assignment "Travel", choose **one** of the following three areas:

a. Management.

Describe the goal for your campaign and the challenges reaching it.

b. Technology

How can you use technology to support and/or sell your idea?

c. Design

Visualize and motivate the design of your campaign.

"60+"

Today, the social web is growing. People above the age of 60 are a minority of it. Your task is to make the 60+ generation using digital social networks by creating a solution targeting 60+ people.

Describe the concept of your solution. How do you reach your target group and how do you appeal to their needs? What are their needs?

As a second part of the assignment "60+" choose **one** of the following three areas:

a. Management

How do you make your solution a success?

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b. Technology

Describe and/or show a technical solution.

c. Design

Visualize and motivate the design of your solution.

Assignment personal letter

Write a personal letter. Describe who you are and why you want to study at the Digital Media program. Maximum 200 words.

Application work sample instructions

Estimated time to assess your work sample is seven minutes per applicant! Have in mind the time limitation.

The application work sample should be delivered in a digital format. It should be marked with your name and address. If your work sample is in the format of a video film the maximum length is five minutes.

The work sample should be delivered on a CD/DVD-ROM. Note that references to a URL address will not be accepted!

On the CD/DVD-disc you shall mention if your work sample shall be viewed/experienced on a PC or a Mac as well as informing which web browser that shall be used. Digital pictures shall be saved in jpg- or gif-format.

Enclose the work sample and personal letter with your application.