

Application work sample Digital Media 2010

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

Assignment: work sample

Your ideas and concepts should be based on digital media. Chose one of the given tasks below, either "Social Networks 2020" or "Digital Money"

"Social Networks 2020"

Imagine that it is the year 2020. You are communicating in a digital way with your friends.

Describe this future way of communicating, as a concept.

Describe how this way of communicating is effecting the society year 2020

As a second part of the assignment "Social Networks 2020", please choose one of the following three areas:

a) Management

Describe the production process from concept to final product as well as the challenges reaching your goal.

b) Technology

Describe or show your technical solution of the concept.

c) Design

Visualize and motivate the design of your concept.

"Digital Money"

Imagine the year is 2030. The world is about to change into a digital economy - making all bills and coins worthless. Your task is to figure out how future monetary transactions will be made.

While doing this you have to keep the following in mind:

Security issues

That your product is user-friendly

How you want to market the change?

As a second part of the assignment "Digital Money", choose one of the following three areas:

HYPER ISLAND

a) Management

What challenges could you be facing while marketing this solution, and how could you solve them?

b) Technology

Describe and motivate the technical solution for future monetary transactions.

c) Design

Visualize and motivate how future transactions could look like.

Assignment: personal letter

Write a personal letter. Describe who you are and why you want to study at the Hyper Island Digital Media Program (200 word maximum)

Application Work sample instructions

Estimated time to assess your work sample is seven minutes per applicant! Please keep this time limitation in mind when creating your solution.

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. Please note that references to a URL address will not be accepted!

On the CD/DVD-disc please state 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 the jpg- or gif-format.

Please send your work samples, along with the application form to:

“Application”
Hyper Island
Dialoggatan 16, plan 4
123 37 Hägersten, Sweden