

## Admission Conditions and Procedures for BA Studies

The application process for admission to the BA study programme involves two rounds. The process is specific to each course.

All applicants must register online by Tuesday 7 March 2023 at 17:00 CEST (Swiss time) at <https://www.hesge.ch/head/en/studies-and-research/admissions-2023>.

Completed online forms must be submitted by the deadline. **Forms submitted after 7 March 2023 at 17:00 CEST (Swiss time) will not be considered.**

A registration fee of CHF 150 is required. Applicants may pay the fee online or attach a proof of payment to their online registration form. This fee is non-refundable even if the application is found to be ineligible at the administrative or eligibility review stage (see I below).

Applicants may not register for more than two courses. Applicants registered for two courses must follow the specific application process for each of the two courses. A successful application only gives access to the specific course for which it is submitted.

Applicants are entitled to a total of three attempts. If a applicant submits two applications in a given year, this double application in the same year counts as one attempt.

### I QUALIFICATIONS REQUIRED

Applicants must hold a high school diploma or equivalent (see below) or be able to obtain the relevant qualification before 1 September 2023. It is the responsibility of the applicant to demonstrate that the admission requirements are met.

**BA  
Fine Arts  
Film Studies**

- High school diploma (*Matura*)
- Matura with preparatory classes or bridge/foundation course
- Specialised Matura
- Vocational Matura
- Equivalent foreign qualification
- Other qualifications deemed equivalent

Applicants may contact HEAD – Genève’s Office of Studies to find out if their certificate/diploma can be considered equivalent.

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**BA  
Interior Architecture  
Visual Communication  
Illustration  
Fashion Design  
Product  
Design/Jewellery and  
Accessories  
(including the Chair in  
Watch Design)**

- Vocational Matura in Art with an advanced federal certificate (CFC) specific to the field in question
- Specialised Matura in Art and Design
- Matura and preparatory class or bridge/foundation course in the field concerned
- Matura and one year’s professional experience in Design in the field concerned
- Equivalent foreign qualification
- Other qualifications deemed equivalent

Applicants may contact HEAD – Genève’s Office of Studies to find out if their certificate/diploma can be considered equivalent and/or if their professional experience meets the required conditions.

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For applications without the required educational qualifications or for direct admission to the second or third year of a BA study programme, please refer to the [document on special conditions and procedures for admission to BA studies](#).

## II PROCEDURES

The first round of the application process consists of the examination and evaluation by a committee of teachers of the personal file of each applicant (see **III** below).

The second round of the application process consists of an individual admission interview (see **IV** below) to which successful applicants from the first round are invited by email.

Applicants are notified by email of the results of the first round of the process at the end of March 2023. Applicants are notified by email of the results of the second round of the process in early May 2023.

Applicants who have successfully completed the application process must confirm their registration at HEAD – Genève by 31 May 2023 at the latest. Admission is valid only for the academic year 2023-2024 and cannot be postponed.

Final admission to HEAD – Genève is conditional on obtaining the required qualifications.

### III PERSONAL FILE

**The applicants' personal files must be uploaded to a dedicated online platform (Switch drive) by 7 March 2023.** A link to the platform is sent to each applicant once the online registration form has been submitted.

**The personal file includes the following items:**

- A **curriculum vitae** in English or French.
- A **short portrait** in English or French – please download and use this [template](#) for your short portrait.
- A short **video presentation** of maximum 90 seconds.
- An online **creative exercise** for the Interior Architecture, Fashion Design, Product design/Jewellery and Accessories, Visual Communication, and Illustration application processes – instructions for the creative exercise will be posted on the [Admissions page on Friday 24 February 2023 at 10:00](#). There is no creative exercise for applicants to the Fine Arts and Film Studies study programmes.
- A **portfolio of work** consisting of personal work and/or, if the applicant deems it relevant, other work, namely:

## BA Fine Arts

Drawings, research notebooks, photographs, collages, texts, video or digital productions.

There is no limit to the types of work that can be included in the portfolio, in which applicants are encouraged to present as rich a selection as possible, allowing for an understanding of what interests and motivates them.

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## BA Film Studies

- The free production of a short film consisting of three shots, with a maximum total duration of 5 minutes
  - The films or sketches of personal films made, as well as any scripts or treatments not shot
  - Any other element deemed useful for understanding the work (storyboards, drawings, notes, photographs, collages, texts, podcasts, digital productions, etc.)
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## BA Interior Architecture Visual Communication Illustration Fashion Design Product Design/Jewellery and Accessories

Drawings, research notebooks, photographs, project descriptions, texts, collages, video or digital productions, models, prototypes, objects.

There is no limit to the types of work that can be included in the portfolio, in which applicants are encouraged to present as wide a selection as possible.

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*All files provided are in PDF format (texts, photos, drawings, plans, etc.). Personal websites, blogs, Tumblr, Instagram can be mentioned as links in a document on the platform. Videos (or clips), with a maximum duration of 10 minutes, are only provided as YouTube or Vimeo links (with login and password if necessary). The files have a maximum size of 50 MB per file. Applicants' files are deleted from the platform at the end of the admission process.*

## IV INTERVIEW

The BA admission interviews take place from Monday 17 to Friday 21 April 2023 at HEAD – Genève or, if the applicant is unable to travel, by videoconference. This must be specified at the time of registration. Once the interview method has been communicated on the online form, it cannot be changed, except in cases of force majeure.

During the admission interview, the applicant is expected to be able to explain the choice of works in the portfolio, to describe and analyse their creative process, and to detail their motivation for the chosen course.

The interview for admission to the BA in Film Studies includes an exercise to be carried out at the time of the interview (screening of a short film clip and oral commentary).

## V SUMMARY OF DEADLINES FOR BA APPLICATION PROCESSES

Online creative exercise	
Design studies	24 Feb. 2023 at 10:00 CEST (Swiss time)
Deadline for online registration	7 March 2023 at 17:00 CEST (Swiss time)
Deadline for submission of the personal file on the Switch platform	7 March 2023
2 <sup>nd</sup> round interviews	17 – 21 April 2023
2 <sup>nd</sup> round results	May 2023
Confirmation of admission offer	31 May 2023