
Please return this completed document to henk.willems@arteveldehs.be
Your motivation test will be reviewed by an independent panel of lecturers to ensure a fair and objective assessment.
The evaluation is based on predefined and uniform criteria. A solid background in visual design is essential, as the program assumes prior knowledge of fundamental design principles that form the basis for more advanced conceptual and technical work. This allows us to guarantee the level and coherence of the program for all participants.

1. Personal Contact details

Name	
Date of birth	
Street and n°	
Postal code and town	
Phone	
E-mail	
Linkedin Profile	
Website	

2. Education

Year to Year + Name of Course + Name of Institution(s)

3. Experience

Do you already have experience in visual design? Please describe any relevant (student) job, internship, education, projects, or international experience that demonstrate your foundation in visual design (e.g. graphic design, digital design, branding, typography, UI/UX) Year to Year + Description + Organization

4. Passions, Hobbies, Interests

Which of these matters are interesting for us to know? You may include activities that reflect your curiosity, creative mindset or engagement with visual media.

5. Motivation

Show or tell us why you would like to join the School of Branding and why the School of Branding cannot do without you.

6. Branding Shortlist

Compile a list of 3 international or national (re)branding cases (from different studios) that have inspired you over the past 3 years. Show your selection using some of those case images and discuss (in terms of content and form) why they stood out for you. Each case contains about 500 words. In addition, make sure you also clearly mention the agency and year of execution.

Per case, this means 1 A4 (images + text together). Add the three pages to this PDF. In addition, provide a clear source reference.

1. ADMISSION REQUIREMENTS

To be considered for admission to the School of Branding, applicants must submit a complete application file consisting of:

- a completed motivation form; and
- a portfolio.

Only applications that are submitted in full, within the prescribed deadline, and that meet the diploma requirement (associate degree, bachelor's or master's degree) will be taken into consideration. As the programme builds on a solid foundation in visual design, the portfolio serves as primary evidence of the applicant's design skills and visual proficiency.

2. ASSESSMENT PROCEDURE

Applications are assessed by a panel of lecturers comprising at least two assessors. Evaluation is conducted on the basis of predefined main criteria and weightings:

Motivation (25%)

The motivation is assessed on the basis of, inter alia, following parameters:

- clarity of purpose and study choice;
- professional and/or personal relevance;
- reflective capacity (strengths, areas for development and learning objectives);
- level of engagement and willingness to commit to the programme.
- Originality and Authenticity

Portfolio Quality (75%)

The motivation is assessed on the basis of, inter alia, following parameters:

- typographic proficiency;
- technical skills;
- contemporary relevance;
- visual identity;
- design principles;
- concept and creativity.

The decision of the assessment panel is final and binding.

Assessments take place at various points between the end of April and the beginning of September. No fixed processing time per individual application is guaranteed.

Applicants who receive a positive assessment will be provided with further enrolment instructions. Applicants who are not admitted may request written feedback once. No further feedback will be provided thereafter.

3. DETAILED ASSESSMENT PARAMETERS PER CRITERION

3.1 Motivation (25%)

Clarity of purpose and study choice

The applicant clearly explains their reasons for applying and demonstrates a realistic understanding of the programme.

Professional and/or personal relevance The applicant demonstrates how the programme aligns with their professional context, ambitions or development goals.

Reflective Capacity

The applicant critically reflects on their strengths, areas for development and learning objectives.

Engagement and Commitment

The applicant demonstrates willingness to actively participate, engage in self-study and collaborate within an intensive learning environment.

Originality and Authenticity

The motivation is personal, specific and avoids generic or superficial statements.

3.2 Portfolio (75%)

Typographic Proficiency

The applicant demonstrates a good understanding and application of typographic principles.

Technical Skills

The applicant demonstrates sufficient knowledge of materials and software to develop designs across various media.

Contemporary Relevance

The applicant demonstrates awareness of current design trends and makes informed choices.

Visual Identity

The applicant develops a consistent and distinctive visual language.

Design Principles

The applicant applies fundamental principles (composition, contrast, colour, hierarchy) effectively.

Concept and Creativity

The applicant develops original concepts and translates these into well-considered visual outcomes.

4. SCORING METHODOLOGY

Each parameter is assessed on a 5-point scale:

- Insufficient: does not meet minimum expectations
- Weak: limited evidence with significant shortcomings
- Satisfactory: sufficient level achieved without depth
- Strong: above expectations with consistent quality
- Excellent: outstanding and highly distinctive

Scores are assigned per parameter and averaged per criterion.

The final score is calculated as follows:

- Motivation: 25%
- Portfolio: 75%

5. DECISION RULES

An applicant is admitted if:

- the total weighted score is at least 60%; and
- no criterion scores below 50%; and
- the portfolio score is at least 55%.

In exceptional and well-substantiated cases, the panel may deviate from these thresholds, provided that:

- a written justification is provided; and
- consensus is reached among all assessors.