

FASHION & TECHNOLOGY
INFORMATION ON MASTER ENTRY EXAM July 2025
For the academic year 2025/26

In advance, the **online registration** for the entrance examination is obligatory!

This must be carried out by applicants at www.ufg.at/zulassungspruefung between
March 19th until June 9th, 2025.

The admission process is divided into two parts. Both parts must be completed successfully.

1. SUBMISSION OF DIGITAL PORTFOLIO between March 19th until June 9th, 2025.

Please upload your application with CV, letter of motivation and work samples as a PDF file (maximum 25MB) in your applicant account (UFGonline).

Please name your PDF file as follows: **Surname_Name_FAT_portfolio**

Your application should include:

- 1. Curriculum Vitae**
- 2. Motivation Letter**

Why do you want to study Fashion & Technology at the University of Arts Linz?
Where do you see yourself professionally after graduation and beyond?
Maximum of ten sentences.

3. Portfolio for the Master's entrance examination:

The portfolio for the entrance examination for the Master's program consists of two parts:

Part 1 is a selection of at least 4 previous works. The length of this part should not exceed 20 pages.

Part 2 is the completion of a multi-part assignment (see page 2).

Portfolio assignments (both tasks must be completed):

Task 1: Research on greenwashing

Research the term greenwashing. Where does it come from, how and by whom is it used, what does it mean?

TO-DOs:

- Find a current example of greenwashing in a fashion context.
- Describe your position on this topic and specifically in this case.
- What role do design processes play in such a context?

Task 2: 3D-object on “fear”:

Research the term fear. What types of interaction does fear involve? How can fear be countered?

TO-DOs:

- Design a three-dimensional object on the topic of fear.
 - The object does not have to be wearable or durable.
 - It can be made of any material and have any size.
- Document the development process
- Photograph the object from all sides and add the photo series to your portfolio.

General notes:

To help assess your portfolio, the visibility of your work processes is important. Please indicate text citations and image sources.

If AI tools are used, these sections must be marked and the tool and prompt used must be named.

Please use handwritten text only as a graphic element, as it is often difficult to read!

Make sure that the total amount of data in the portfolio does not exceed 25MB!!

2. EXAM July 8th / 9th, 2025

Applicants will be informed via e-mail on **July 1st, 2025** whether they are admitted to the admission exam.

The admission exam will take place on **July 8th or 9th, 2025**.

The entrance examinations will take place online!

Therefore, applicants do not have to travel to Linz to take part in the entrance examination.

The entrance examination takes place in the form of an interview with the examination board and lasts about 20 minutes.

Here applicants will present their portfolio again and can introduce themselves personally.

The exact schedule and the link for the online examination will be e-mailed to the applicants on **July 1st, 2025**.

Should you have questions about the rules and requirements regarding the admission procedures, please contact **fashion@kunstuni-linz.at**