



YOUR APPRENTICESHIP ASSESSMENT PART I

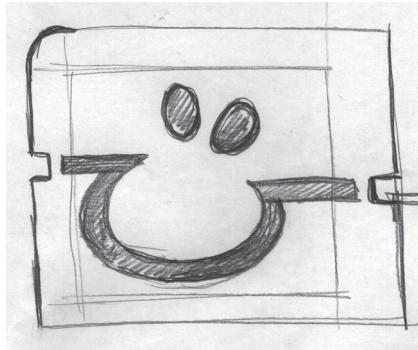
THANK YOU FOR YOUR INTEREST IN AN APPRENTICESHIP IN OUR STUDIO.

We're looking for an open minded, skilled and creative person, with a strong motivation to strive for the perfect solution to help our clients to sell their products. As we need to interact with people from all over the world, a comprehensive understanding of the English language is essential to our daily work. The software we use on our computers is in English as well as most leading edge books for tools and design are published in English first. We are also engaged in the Open Source scene where English is the smallest common denominator for everybody. Thus we require you to learn and use English, and this is why we begin this test with this paragraph. To show us your writing skills, please translate this paragraph into German and make it a pleasant read -- not a word-by-word translation as Google would do. Your translation should be on a separate sheet with proper formatting. Mind you: you're applying for an apprenticeship as a designer and anything looking worse than perfect is for sure not an advantage.

MAKE YOUR DELIVERY COUNT, AND GOOD LUCK!

PART II

DRAW SOME LOGOS



For the second part, you're required to draw some logos. If you are not sure what a logo is, use Google to find out. Just in case: we're tied to the more conservative use of the word logotype. Anyway, here's your assignment: find five to ten logos you think have a special something. Use your mere hands and drawing/sketching/painting tools to make perfect

copies of those logos you chose. Every logo should be on a single page of A4, and it should fit the page in an appealing way. It maybe monochrome or colored, an artistic interpretation or a straight copy, but in any case: show your outstanding talent to sketch typographical subjects.

LOGICAL THINKING



As in good stories, of all the good things are three. That's why we come up with this third part, and we're sure you'll love it: Mathematics. For the sake of proper understanding, this part is in German.

Auch für Mediengestalter ist es erforderlich, logisch zu denken, die Grundrechnungsarten zu beherrschen und mit verschiedenen Maßeinheiten umzugehen. Weil diese Erfordernisse meist gut versteckt in Anfragen zu finden sind, stellen wir auf der folgenden Seite mehrere Fragen, deren Lösung jeweils neben der Frage notiert werden soll.

Bei Unklarheiten empfehlen wir Google.

PART III

a) Ein digitales Bild mit 3000 x 2000 Pixel wird angeliefert. Der Kunde möchte das Bild für eine Anzeige in einem Hochglanz-Magazin benutzen, das mit 300 ppi (Punkten pro Zoll) 4-farbig gedruckt wird. Wie groß darf das Bild maximal gesetzt werden?

Antwort: _____ mm x _____ mm

b) Ein Film mit einer Spieldauer von 120 Minuten wird im deutschen Fernsehen ausgestrahlt. Wie lange dauert die Ausstrahlung?

Tipp: Film wird mit 24 Bildern/Sekunde gedreht, Fernsehen sendet mit 25 Bildern/Sekunde.

Antwort: _____ Minuten

c) In einem Magazin kostet eine Anzeige pro Millimeter und Spalte netto € 3,- Die Spaltenbreite beträgt 30 mm. Der Kunde will nicht mehr als 3200,- Euro für die Schaltung ausgeben, inklusive 5% Werbeabgabe und 20% Mehrwertsteuer. Wie hoch kann die Anzeige werden, wenn die Breite 180 mm ist?

Antwort: _____ mm

d) Die Zeitung teilt mit, dass sie mit einem "40-er Raster" druckt, also 40 Linien (oder Punkte) pro Millimeter. Unsere Software benötigt aber eine Angabe in ppi, "Zeilen / Punkte pro Zoll". Welche Auflösung ist also in der Software einzustellen, um für ein 40-er Raster geeignete Bilder zu liefern?

Antwort: _____ ppi

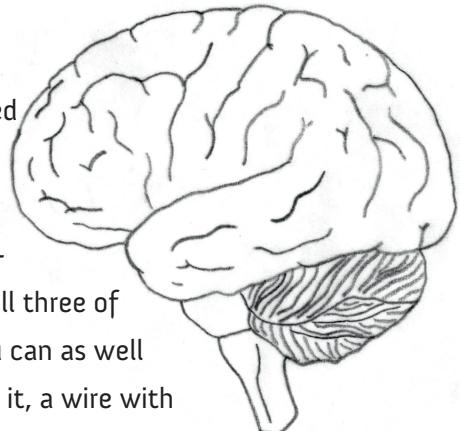
e) Ein 30 km entfernter Kunde benötigt um 14:30 Uhr eine Kopie des eben gedrehten Videos. Die komprimierte Endfassung des Films ist als Datei 2,2 GB groß, es ist 9:20 Uhr. Unser Internetanschluss ist 50/8 Mbit schnell. Können wir die Datei auf unserem Server zur Verfügung stellen oder sollen wir einen Datenträger mit dem Botendienst schicken?

Antwort: Server
 Botendienst

PART IV

BE CREATIVE!

Wasn't that fun? And now for the good stuff. As a bonus, you're entitled to create. We do not restrict you to anything, as long as your final creation can be shown on a A4 sheet of paper. It maybe a short story (in German or English), a poem, a sketch, a painting, a collage, a photograph, whatever you think fits the purpose. And the purpose is to use all three of the numbers 0, 1, 2. You don't have to use the actual numbers, but you can as well use representations (f.e.: an empty wire, a wire with one bird sitting on it, a wire with two birds sitting on it. OK, that's a flat approach, and we know you can do better). Again: this is free form, limited only to the format A4 and the use of the numbers 0, 1, 2.



So this was our short assessment part I - IV. We ask you to submit your work in time and we'll evaluate your work within 14 days and let you know the results in the following week. If you'll make the cut, you're invited to attend the 'live' part of our assessment in our studio where you'll work with the team for one full day in our studio.

I suggest you do not try to please anybody with your creative efforts in this assessment. Be as straight from your heart when you do the above assignments, as it is you who and your skills, ideas and talents we want to get to know. Serving us with your beliefs of what may strike us or your mother or your spouse won't work in the long term. Be honest, straight, and creative to make a lasting impression, and I'm sure you'll enjoy being a creative. I hope you have a great time doing this assessment and I'm looking forward to seeing the best from you.

Have a great time,

Norbert Fürst