



**FEDERAL STATE AUTONOMOUS EDUCATIONAL
INSTITUTION FOR HIGHER EDUCATION
NATIONAL RESEARCH UNIVERSITY
'HIGHER SCHOOL OF ECONOMICS'**

Information materials
about the entrance examination to the bachelor's programme 'Design'
for foreign citizens entering through a separate
competition in 2026

PROGRAMME
OF THE ENTRANCE CREATIVE EXAMINATION

**for international applicants for the bachelor's degree programme
'DESIGN'**

1. General description of the creative examination

Enrolment in the bachelor's programme takes place on competitive basis, resulting from the creative examination.

For the creative examination, applicants shall submit a project on one of the chosen topics. The project must be in the form of a presentation, not more than 15 slides.

When preparing the creative project for the portfolio, applicants are to choose one of the tracks of the programme 'Design' and prepare a series of works on the related topic (from 6 to 12). The applicants are to choose a project topic on their own to demonstrate their full creative potential and the level of artistic thinking.

The works can be performed in any technique (digital or by hand) but must constitute a stylistically unified series united around one common idea. If necessary, applicants can add a short summary to the project.

The project must be uploaded to the special webpage on the Art and Design School website via the link: <https://start.hsedesign.ru/exams?tab=forstart&page=1&sorting=1>.

The English language exam is conducted as a test. You can take the exam either offline or online. You are given 60 minutes to write the exam. Registration for the exam takes place in a personal account of a foreign applicant. The exam schedule is available via the link <https://admissions.hse.ru/undergraduate-apply/schedule/>.

2. The content of the task

This procedure is applicable for the admission to the bachelor's programme 'Design' (St Petersburg School of Art and Design)

The applicants are to choose only one track in each programme. The applicants for the enlisted educational programmes submit a separate project for each track according to its requirements.

Creative project:

In 2026, for English-speaking applicants for the bachelor's programme 'Design' (St Petersburg School of Art and Design), there is one available English-taught track:

- Communication Design.

When preparing the creative project, applicants are to choose one track in the educational programme and prepare a series of works (from 6 to 12) on the related topic unified by a single concept and stylistic choice.

The applicants choose topics themselves to demonstrate their creative potential and level of artistic thinking. The Art and Design School offers possible but not obligatory topics. If the applicants choose a topic, which is different from the listed ones, under the condition of sticking to the principles of series production, concept and stylistic unity, the examination board will assess such project equally with all the others.

Each project must be made specifically for the entrance examination to the HSE School of Art and Design. It is prohibited to submit projects made for entrance examinations to other universities as well as graduation works made for colleges and other institutions of secondary vocational education.

For each programme, the applicants can choose only one track.

Each project must be made specifically for the entrance examination to the HSE School of Art and Design. It is prohibited to submit projects made for entrance examinations to other universities as well as graduation works made for colleges and other institutions of secondary vocational education.

Possible topics for creative projects for the track

'Communication Design':

Before starting the work, the applicants are offered to choose a topic. For instance: country, city, school, museum, gallery, exhibition, book, theatre, club, concert, factory, airport, public organisation, shop, fashion brand, cafe, etc.

On one of these topics, applicants are to prepare a project, for instance:

- a series of posters;
- a series of covers — music, book, magazines;
- a series of font compositions;
- a corporate style;
- a series of packaging;
- infographics;
- outdoor advertising.

3. Assessment criteria

During the entrance creative examination, the examination board is to assess whether the applicants have shaped the ideas of their future professional activities and their ability to create original creative projects.

The creative examination is assessed **on a 100-point scale**. The minimum points for passing the entrance examination for the applicants for the bachelor's programme 'Design' at St Petersburg School of Art and Design is **60 points**.

The assessment criteria for the creative project are:

- the concept (clearly stated topic and idea of the project, disclosure of the main project idea);
- series production (sufficient scope of the project, presence of works series, structure and dynamics of the series; by way of exception, the series may consist of unequal parts: for example, a mock up and sketches to the mock up);
- stylistic unity (integrity, consistency, internal harmony of the materials and techniques used in the series);
- demonstration/presentation (efficiency of the demonstration/presentation and neatness of its elements, high quality of the pictures and videos when submitted online);
- originality;
- correspondence to the chosen track;
- composition (structure, dynamics, bite and harmony of the combination of individual elements of each work in the series);
- technique (not skills of using professional design programmes but the neatness of presentation and quality of implementation of all the elements in the work performed with use of any tools chosen by applicants);
- the expressiveness of the images (the work impact on the audience);
- disclosure of the chosen project idea (correspondence to the stated title/summary, the understanding of functioning rules of the chosen format)