

The intake procedure

From the moment it was possible for students to apply for admission to Creative Technology through Studielink, we have sent every applicant an urgent invitation to participate in an intake event, and to have an intake interview.

The nature of the event and the interview has changed over the years. We present details of the 2014 intake procedure, and an overview of intake procedures of previous years.

Intake event 2014, the procedure

Students who apply for admission via Studielink get a mail with instructions about the admission procedure, including their mandatory participation in matching. The instructions are to provide the admission office with an intake file. An intake file must contain a short resume, a letter of motivation, a portfolio, and (when applicable) additional information about the school leaving certificates and English proficiency. For a further explanation applicants are referred to webpages (also included in this annex)

Admission Office checks the intake files. Files of students with certificates that make them eligible for admission are transferred to the Creative Technology intake committee.

The intake committee invites students whose files have been received. Groups of 6-10 applicants is invited to Campus for an intake event.

The events are once every two weeks starting early March, and get more frequent (once and even twice a week) from the end of April until July 1st.

The intake event is organized as follows.

- A programme representative welcomes the applicants and explains the event (5 mins)
- Students introduce themselves in a short pitch (20-30 mins)
- Students get an assignment: the group makes a timetable for the first quarter of the first year. (i.e. the timetable they will be confronted with once they start their studies) (20 mins)
- The outcome of the assignment is reviewed by the students, and the programme representative. (5 mins)
- Students are picked up by interviewers for an intake interview(30-40 mins). Students return.
- The programme representative reviews the interview in the group. (5 mins)
- Session ends with an explanation of the Creative Technology floorplan, i.e. the curriculum structure and contents (15 mins)

The observations of the interviewer during the intake interview are recorded in the Creative Technology intake form. The intake form is included in this annex.

The observations result in an advice to the student. It is essentially a score on a scale of 1 to 5:

1. *no match at all*

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2. *hardly a match, don't come unless you do have done something to e better prepared*
3. *match is not clear, but contraindications are not so clear either*
4. *there is a match, but beware of some contraindications*
5. *there is a match*

The students receive a copy of the interviewers' observations on the intake form, as an annex to their matching advice.

Interviewers are preferably tutors. We aim to assign the interviewer as a tutor of the interviewee (after enrolment).

Students who cannot come to Campus to participate in the event, are invited for an interview by Skype.

Intake event 2014: The information

The information for applicants: Admission procedure

<http://www.utwente.nl/en/education/bachelor/programmes/creative-technology/admission-and-enrolment/procedure/>

APPLICATION PROCEDURE

Participation in matching activities is mandatory. Procedure:

1. **REGISTRATION AND NEEDED DOCUMENTS**
 - Register: [through this studielink](#). The deadline for registration was May 1st 2014. If you register between May 1st - June 30th 2014: the Creative Technology programme may still accept your application (dutch and foreign students), but only as long as your mandatory participation in matching activities can still be arranged, and other applicable deadlines (for foreign students, [see deadlines Admission Office](#), like e.g. for visa and housing) are not violated. If you register after June 30th, 2014: you are not eligible for admission.
 - Documents needed: After your studielink registration, you will receive an email asking you to send your intake documents to the Admission Office (by email). The mail contains the complete list of documents needed.
 - Deadline intake documents: Within 4 weeks after registration in studielink. If you fail to meet this deadline, we will cancel your application.
2. **MATCHING**

- After receiving your intake documents, we will invite you to register for a Matching event. If it is impossible to visit this event, there is an option to have a matching interview by Skype.
- These Matching event dates (afternoon programme) for admission in 2014-2015 will be determined soon.
- Matching interview: The main part of the matching event is the matching interview. You will speak with a member of the Creative Technology intake committee, to assess the match between you and the Creative Technology programme. [Click here for more information.](#)
- After your participation in the matching event (or just a matching interview), you will receive a formal notice about your admissibility, and an advice about the match between you and the programme.
- Without a matching interview, you are not eligible for admission. If you fail to participate in a matching interview (as part of an event, or by Skype), your application will be cancelled.

The information for applicants: Matching

<http://www.utwente.nl/en/education/bachelor/programmes/creative-technology/admission-and-enrolment/matching/>

MATCHING FOR CREATIVE TECHNOLOGY 2014-2015

Students who register in Studielink as applicants for Creative Technology starting September 2014, must participate in a matching interview.

The matching interview is the main part of an afternoon programme at the university campus: the matching event. The event, and in particular the interview, serve to assess the match between the applicants and the Creative Technology Bachelor's programme.

The interviews are conducted by members of the Creative Technology intake committee. The interview results in an advice regarding your choice for the Creative Technology programme. The criteria for that advice are at the bottom of this page.

Without an interview and advice, you are NOT eligible for admission.

To be invited for an interview you must submit your intake documents. You will receive precise instructions for submission by email, after registration in Studielink.

This email with submission information will ask you to send us at least your cv, your motivation letter and your portfolio.

Resume (cv)

Your resume can be a simple one. Restrict yourself to at most a single sheet A4 (or only half a sheet). Please include:

- The basic information about your identity (first and last name, gender, date of birth, nationality);
- Some details about your secondary school (type of school, subjects you chose, the year you started and graduation year).

- What did you do between school leaving and applying for Creative Technology (if there is a period)
- A list of your activities and hobbies over the last few years.

Motivation letter

Explain us why you want to study Creative Technology. Be concise and make it personal. (The intake committee is convinced that Creative Technology is a very interesting programme, you don't have to explain that). But what makes this the best programme for you, what is your drive to study Creative Technology?

Portfolio

Next to your resume and motivation letter, we request a portfolio (as in images, movies, soundtracks with some explanation). This portfolio will be used as a starting point for the assessment of the matching criteria, the portfolio itself is not a criterion. Please present us a portfolio in two sections.

- Firstly we are looking for things you have made or done yourself as a creative person. Technological achievements are welcome, and that may be low-tech (woodwork, LEGO) as well as high-tech (software, electronics). But non-technical achievements in e.g. music, film making, stage play, writing, gaming are important as well.
- Secondly we are looking for things you have encountered which are, in your view, typically Creative Technology. So did you see a product, a website, a movie or something else which intrigued you, as being an original, beautiful, useful, or promising application of technology, please incorporate a link, a picture or a description in your portfolio.

The format of the portfolio is up to you, but please use a standard which both Apple and Windows can handle. Try to restrict the size to 5MB.

Skype and live interviews

After registration and receiving the requested documents, you will be invited to register for a matching event. We prefer to meet you in person at the University Campus. However, we understand that it may be impossible for you to come to Campus for an event, at the scheduled dates. In that case there is an option to have just the interview through Skype.

Assessment criteria

The advice of the intake committee regarding your choice for Creative Technology is based on an assessment of the following five criteria.

- i. Creativity, experience and/or interest in creative processes (generating ideas, creating impact)
- ii. Technology. You already are a technology user (since everyone is), but what is your motivation and talent to become a technology "literate", who not only uses but also understands technology (to a certain extent).

- iii. Team play: can you work and do you like working in teams, are you aware of (dis)advantages of working in a group, could you use the team work as a motivation to improve yourself.
- iv. School results. What are your strongest points, can you deal with your weaker points. What strong points will be an asset in the Creative Technology studies, what weaker points might be an obstacle.
- v. Your preparation for the studies: you have prepared yourself for the study Creative Technology. You understand it. You have gained information on this education (website, brochure) and you have joined the Open Day (or Student-for-a-Day/Meeloopdag).

Intake event 2014: the assessment form

Overview of intake history

2009 pilot year

Volunteers were recruited for the Creative Technology pilot. Applicants were invited to Campus for a day long programme. We had two sessions in which applicants were informed about

- The aims and contents of the Creative Technology programme
- The pilot set-up

They participated in two workshops. They had an interview with a programme representative about their talents and expectations.

2010 first (regular) generation

Applicants in Studielink were invited for a day long programme, which was largely identical to the programme of 2009, except that interviewers explicitly gave a matching advice at the end of the interview.

2011 second generation

There were twice as many applicants in Studielink as the year before. We abandoned the idea of day long events. More emphasis was on interviews and assessment criteria for an intake advice.

2012 third generation

Since the second generation turned out to be twice as large as the first one, we decided to set a capacity limit at 120 (numerus fixus). Students now needed an explicit notice of admission by DUO in order to be enrolled. We continued our intake routine, but we skipped workshops and group activities. Students came for an interview.

We had an assessor present at every interview to establish more uniformity over interviews, and in advices.

The advices were recorded and filed. Applicants received the confirmation of their advice (on a five point scale, such as we still use) by e-mail.

2013 fourth generation

Although the intake of 2012 was way below the limit of 120, we maintained our capacity limit and applied for 100% decentralized selection. So now we had the right to assign a ranking to applicants, and DUO would issue notices of admission to applicants in the order of our ranking. We adapted the assessment criteria and developed an assessment form which allowed to assign a numerical score (in the range between 30 and 100) to applicants.

Students were invited for a selection interview, which was essentially the old intake interview, except that it resulted in a score.

Applicants were ranked according to their scores.

DUO received the list of applicants ordered by score, the students themselves received an e-mail notifying them about their position on the list (not in absolute but in comparative terms: e.g. "you are in the top 10%", or "you are in the bottom 50%, but there are at least 30% of the applicants below you")

2014 fifth generation

This annex has a detailed description of the 2014 procedure.

Note that we abandoned the numerus fixus, it complicated the intake procedure, and it didn't seem to serve a purpose, since the number of persistent applicants (and enrolments) remained far below the 120 limit.

Instead we now appeal to article 7.31b of the Act (WHW), especially paragraph 1, second sentence, and paragraph 3, to make it mandatory for students to get an advice. (The applicants can decide to ignore the advice, this is not a selection).

The assessment form of 2014 is a slight adaptation of the 2013 assessment form. There is no scoring involved, and there is more emphasis on assessing (and maybe managing) the applicants' expectations about the weight and importance of various subjects in the curriculum.

