

**Federal State Autonomous Educational Institution of Higher Education**

**NATIONAL RESEARCH UNIVERSITY "HIGHER SCHOOL OF ECONOMICS"**

Faculty of Creative Industries

**PORTFOLIO COMPOSITION**

**for foreign citizens entering the educational  
programme of Master's degree  
Interactive media and digital industries**  
training direction 42.04.05 Media Communications

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List of documents for the entrance test in the form of a competitive selection (portfolio) for foreign citizens in the framework of a separate competition for places under agreements on the provision of paid educational services and criteria for evaluating the portfolio

**Educational programme «Interactive media and digital industries»**

Portfolio element	Comments	Maximum number of points for a portfolio element
<i>Required documents</i>		
CV	<p>A detailed resume including information about the period of employment, place of work, duties performed, basic and additional education, a list of individual achievements.</p> <p>Documents confirming work experience in the media or other creative industries (film, design, computer games, advertising, show business, programming, production, promotion agencies, etc.).</p> <p>The duration of professional experience and the significance for the media industry of the media company or creative organisation are evaluated - maximum 5 points;</p> <p>Variety and quality of submitted materials, descriptions of projects in which applicants participated - maximum 10 points.</p>	15
Personal statement	<p>A motivation letter should be structured according to the template and contain the following set of elements:</p> <ol style="list-style-type: none"> <li>1. Reasons motivating the candidate to pursue graduate studies;</li> <li>2. Reasons encouraging the candidate to apply for the "media communications"</li> </ol>	10

	<p>training direction and to choose a Master's program;</p> <ol style="list-style-type: none"> <li>3. The candidate's overall assessment of professional development and educational trajectory.</li> <li>4. Work (or practice) experience in media and the relationship of this experience to the decision to enrol in a master's program;</li> <li>5. How the candidate sees his/her professional activity after graduation from the Master's program.</li> </ol> <p>Consideration should be given to the completeness of the letter, the candidate's determination, accurate understanding of the program profile, adequate assessment of skills and competencies, and a realistic view of the chosen profession and himself/herself in it</p>	
<p>Copy of the document confirming the level of education</p>	<p>Diploma with honours - 5 points  Profile of study (information technology, journalism, public relations, design) and average diploma grade - maximum 10 points</p>	<p>15</p>
<p>Recommendation letter (from employer and/or supervisor)</p>	<p>Signed and stamped recommendations from representatives of the media industry and other creative industries, academics specialising in the field, etc.). The significance of the recommendations for the Master's program profile, the status of the expert making the recommendation, and the number of recommenders are assessed.</p> <ol style="list-style-type: none"> <li>1. Recommendations specifically</li> </ol>	<p>5</p>

	<p>for this Master's degree profile - 2 points;</p> <ol style="list-style-type: none"> <li>2. High status of the experts giving the recommendation (professor, dean, chief director, top manager of a large media company) - 2 points;</li> <li>3. A large number (more than three recommendations) and variety of recommenders (scientist, university superiors, director, general producer) - 1 point.</li> </ol>	
<p>Scientific publishing, performance at the scientific seminars/conferences</p>	<ol style="list-style-type: none"> <li>1. Published articles, abstracts, conference reports (in scientific journals, conference proceedings, etc.) - scanned pages with the possibility to identify the fact, nature, year of publication;</li> <li>2. Programs of conferences, symposiums, etc. with the applicant's reports included;</li> <li>3. Other evidence of participation in scientific events (conferences, etc.);</li> <li>4. Letters from laboratories, confirming the applicant's participation in collective scientific projects, etc. with indication of the volume, type, nature of the work done, certified by the management of laboratories.</li> </ol> <p>The level of publications - maximum 5 points;</p> <p>Activity and involvement in scientific activities (type of work, participation in conferences) -</p>	<p>10</p>

	maximum 5 points.	
Creative project application	<p>The use of several media platforms is desirable. The application should contain a description of the creative project (with mandatory involvement of data from scientific and industrial sources) according to the following parameters:</p> <ol style="list-style-type: none"> <li>1. Potential audience (its specifics);</li> <li>2. Specific features of the proposed media platforms;</li> <li>3. Description of the concept (principal features of the project, its difference from existing analogues; specifics of the dramaturgy of individual products and / or the project as a whole ("signature" dramaturgical moves, regularity of the program or updates, timing);</li> <li>4. Creative and production model (specifics of the team of employees, shooting mode, locations, etc.);</li> <li>5. Anticipated project budget (or a list of major cost items) with the involvement of price data from public sources.</li> </ol> <p>The combination of the originality of the idea with an adequate idea of the possibilities of its realisation on the proposed media platform is taken into account.</p> <p>Understanding of the specifics of the potential audience, reasoning and supported by research data</p> <p>- maximum 5 points;</p>	30

	<p>Understanding of the peculiarities of the proposed media platforms, supported by references to scientific and industrial sources - maximum 5 points;</p> <p>Description of the concept (principle features of the project, its difference from existing analogs; specifics of the dramaturgy of individual segments of the project / or the project as a whole ("signature" dramaturgical moves), regularity of the program or updates, timing, etc.) - maximum 10 points;</p> <p>Understanding of the creative production model (specifics of the staff team, shooting mode, locations, etc.) (references to back up the reflections and realism of the described shooting process are taken into account) - maximum 5 points;</p> <p>Estimated budget of the project (or a list of the main cost items) with the involvement of price data from open sources - maximum 5 points.</p>	
<p>Additional education documents (advanced training, courses, professional certificates, etc.) and documents confirming the applicant's achievements</p>	<p>Certificates of awarding personal scholarships (the President of the Russian Federation, the Rector of the University, any Foundation) - 5 points;</p> <p>Certificates of participation in internships, summer schools in media-related specialties; documents confirming studies at the profile major of the National Research University Higher School of Economics.</p>	<p>15</p>

	<p>"Media and Mass Communications" - maximum 5 points;</p> <p>Diplomas of winners of creative competitions in various creative industries (film, television, computer game development, etc.) - maximum 5 points.</p> <p>(When evaluating the number of certificates and diplomas, the status of the event and the organisation that held it are taken into account.</p> <p>Diplomas not of winners, but of participants of competitions are considered only in case of the international status of the competition).</p>	
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**Total points: 100**