Admission requirements and grading principles

Component	Requirements	Grades awarded 1-10	Round 1		Round 2	
			Weight	Grade	Weight	Grade
Submitted application http://apply.sdsi.ma	x					
Educational documents (diploma and official transcript of records) and their official English translations	x					
Proof of English proficiency	x					
Resume/ CV	x					
Copy of the biodata page of your passport	x					
Video-letter of motivation	x	x	20	1-10	30	1-10
Admission assignment	x	x	80	1-10		
Interview	x	x			70	1-10

Evaluation criteria

Round 1

1. **Video-letter of motivation (grades awarded 1-10, weight 20%)**

One of the most important aspects of being selected to study at SDSI is your motivation and suitability for the programme. Remember, our ideal students don't need to be service design experts. We value candidates who are open-minded and creative, thrive on diverse perspectives, possess problem-solving skills, aim to make a positive societal impact with their knowledge, and exhibit a strategic, critical thinking mindset.

Create your video-letter of motivation that addresses the following points:
Personal Introduction:
· Share insights about your personality, values, and your outlook on life.
· Describe where you currently stand in your academic and/or professional journey.
Professional Background:
· Highlight your relevant professional experience, skills, and accomplishments.

Motivation for Studying Service Design:

·   Explain why you are interested in studying service design.

·   Explain how the acquisition of service design skills will benefit your future professional and personal development.

·   Explain your expectations of SDSI.

Technical Requirements:

·   Keep your video concise; it should be no longer than 3 minutes.

·   Add the URL of your video-letter of motivation to your Dreamapply application, section "Other".

·   Please make sure that we can access it without additionally asking you a password!

2. **Admission assignment (grades awarded 1-10, weight 80%) - "Sustainability - Digital Waste"**

In this assignment, you are asked to undertake a comprehensive exploration of digital waste, a critical but often overlooked aspect of our modern digital era. Digital waste encompasses two distinct but interrelated areas: E-waste, which includes electronic devices and equipment, and digital waste, which refers to the intangible clutter of data, the energy-intensive processes of cryptocurrency mining, the expansive networks of blockchain technology, etc.

Research	Select and examine existing research on a sustainability issue related to digital waste. Condense your findings into a brief 130-word essay.
Challange	Define the challenge or problem in up to 1000 words (as a continuation of your initial research essay). Showcase your grasp of the subject by addressing these key points: ● Cast light on the digital waste issue's ecosystem, pinpointing the roles and relationships of stakeholders, service users, providers, and any involved third parties. ● Detail the service journey of digital waste, from its origin to its end-of-life, highlighting critical touchpoints. ● Propose informed hypotheses that explore the fundamental reasons for the digital waste dilemma. ● Provide additional insights that contribute to a fuller understanding of the digital waste challenge's intricacies and particularities.
Solution	Create and submit a video presentation that showcases your proposed solution to the digital waste problem highlighted in your essay. Your video should meet the following criteria: ● **Content:** Present a solution that addresses the digital waste challenge, incorporating the research and analysis from your essay. ● **Duration:** Ensure your video is concise, with a length between 2 to 5 minutes. ● **Format:** A simple, self-recorded video is acceptable. You may choose to include a spoken presentation, slides, drawings, or infographics. ● **Creativity:** We encourage creativity in how you communicate your solution. The focus should be on clarity, understanding of the topic, and the feasibility of your proposed solution. ● **Accessibility:** Upload your video as a media file to your application. Remember, the video is a critical component of your application, offering a dynamic way to convey your ideas and understanding of digital waste sustainability. Make

sure it is well-structured, informative, and reflects your unique perspective on solving this pressing environmental issue.

The essay in PDF format (with Research and Challenge parts) should be uploaded to your Dreamapply account. The video file URL/link of the application assignment (Solution) should be added to your Dreamapply application into the section "The video of the admission assignment".

Evaluation Criteria for Round 1

The Admissions Committee will rigorously evaluate your application assignment based on a comprehensive set of criteria designed to gauge your potential as a future innovator and leader. Here is what we will be looking for:

Critical Thinking: Your submission should demonstrate your ability to analyze complex issues, identify key problems, and dissect arguments critically. We expect a logical flow of ideas, supported by evidence and clear reasoning.

Strategic Perspective: We are looking for your ability to place individual problems within a larger context. Your work should show an understanding of how your chosen issue fits within broader societal, economic, or environmental frameworks and the potential long-term implications of your proposed solutions.

Problem Solving: Your solution should be both innovative and actionable. We value submissions that present a clear strategy for addressing the identified challenge, including a thoughtful consideration of potential barriers and realistic methods to overcome them.

Creativity: Originality and the ability to approach problems from unique angles are highly prized. Your submission should reflect creative thinking and offer a fresh perspective on the chosen issue.

Presentation Skills: The clarity and effectiveness of your communication are paramount. This includes the structure and articulation of your essay, as well as the creativity and clarity of your video presentation. We are looking for confident delivery and the ability to engage and inform your audience.

The Committee seeks to identify candidates who not only meet these criteria but also display a passion for innovation and a drive to make a positive impact. Your submission is your opportunity to shine and to show us your vision for the future.

Round 2
Interview (grades awarded 1-10, weight 70%)

The purpose of the personal online interview is to assess your suitability for the SDSI program. Applicants who perform particularly well in Round 1 will be invited for a short 15-20 minutes' interview. Members of SDSI Admissions Committee will ask additional questions to the applicant based on presented documents, video-letter of motivation and the admission assignment.

Evaluation Criteria for Round 2

·   **Attitude Towards Group Work**: We aim to comprehend your approach to collaborative work and your contributions to a team-oriented environment.

·   **Embracing a Hands-On Approach**: We'll delve into your thoughts regarding a practical, hands-on learning style that forms the core of our program.

·   **Encouraging a Culture of Play and Creativity:** We want to know how comfortable you are with the culture of play and creativity that is at the core of the design field and plays a fundamental role in our distinctive study process. We will also explore your personal characteristics and open-mindedness in this context.

·   **Embracing Diversity:** We highly value diversity in terms of culture, background, knowledge, and experience. Your perspective on becoming part of a cohort with varying viewpoints and service design expertise is significant.

·   **Diverse SDSI Mobility Path and Possible Challenges**: This includes the unique locations in our mobility path, such as the secluded residence-style campus in the rural and very Latvian-language spoken Kuldiga, Latvia, the polar night and winter colds in Rovaniemi, Finland, and the vibrant capital of Estonia - Tallinn.