

Appendix C

As part of your application, we ask you to submit a brief personal video introduction to show us who you are and why you are interested in attending the MD. This video should be no longer than 90 seconds and give an authentic, concise and engaging introduction to who you are. It should focus on your motivation, your goals, your path of personal development, and your unique qualities that go beyond the information already included in your academic record. Specifically, your pitch should address the following points:

Introduction: Briefly introduce yourself, including your name and current academic or professional status.

Motivation and Goals: Explain why you are interested in this Master's programme and how it aligns with your career aspirations.

Path to Personal Growth: Share significant experiences or challenges that have shaped your personal and professional development.

Unique Qualities: Highlight any unique skills, perspectives, or qualities that you bring to the programme.

Guidelines for Video Preparation and Submission:

Language: The video must be recorded in English.

Format: The video should be shot in a vertical format with a plain or neutral background, from a static position and from a single camera angle. Additional electronic media (e.g. sound and video files) are not permitted.

Quality: Ensure good lighting and clear audio. Avoid background noise and distractions. Videos will not be judged on production quality; we recommend sitting in front of your laptop/camera/tablet/phone and speaking directly to the audience.

Delivery: Speak clearly and confidently. Practice your pitch to stay within the 90-second limit. Videos longer than 90 seconds will be disqualified.

Submission: Upload your video to a secure and accessible platform, e.g. YouTube (unlisted) or Vimeo, and provide the link in the space provided in appendix A of your application. Ensure the link remains active and accessible until the selection process is complete. Videos requiring passwords or with restricted access will not be considered. It is the candidate's responsibility to verify the functionality of the link before submission.

Privacy and Data Retention:

The video will be used exclusively for evaluating your application for the Master's Degree Program in Advanced Automotive Engineering and will not be shared publicly or used for any other purpose. All videos will be reviewed by authorized personnel only and deleted at the conclusion of the selection process, in compliance with applicable data protection regulations.

We look forward to learning more about you through your video pitch and wish you the best of luck with your application.

Rubrics for the evaluation of video pitches.

POINTS				
10-9	8-7	6-5	4-3	2-1
Polished, poised, and captivating. Extremely clear and inspiring explanation of motivation and goals, unique qualities and steps to personal and professional development	Well-rehearsed and interesting, clear and compelling explanation of aspirations, path for personal development and personal qualities.	Slight nervousness or uncertainty, Presentation somewhat confusing. Basic explanation of motivation, goals and unique features.	Moderate nervousness or uncertainty, significant vagueness in the presentation of goals and development, minimal mention of unique qualities	Pronounced nervousness and uncertainty, serious lack of clarity in the presentation of goals, no mention of personal attributes and personal development.