

ekas Guide

2024



**A Short
Step by Step
Guide
For Austria**



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01 Welcome to Austria

Welcome to Austria!

Are you thinking about studying in Austria? It's a fantastic place known for its rich culture, beautiful landscapes, and great education. People from all over the world love Austria.

The country has a lot to offer, from historic cities to amazing natural scenery. In winter, you can enjoy skiing, and in summer, there are plenty of opportunities for hiking, climbing, or water sports in the lakes. Austria is also known for its safety, stable economy, and friendly people.

Austria's education system provides many options for students. We are here to help you understand the basics, from entry and residence rules to admission requirements and what to do when you arrive in Austria. Inside, you'll find information about the different degree programs offered by Austrian universities and colleges.

If you need more details, you can contact the institutions mentioned in this brochure. For general information about Austria, reach out to Austrian embassies, consulates, and cultural forums¹, or check out Austrian tourist offices² and commercial attachés³.

To learn more about studying in Austria, visit www.bmbwf.gv.at, www.studyinaustria.at, or www.studienwahl.at/en.

You can also find everything on the website of the OeAD - Austrian Agency for International Cooperation in Education and Research. www.oead.at

¹ www.bmeia.gv.at

² www.austria.info

³ www.wko.at



02 Higher Education Institutions

1. Public Universities: Austria has comprehensive universities, technical and medical specialist universities, and universities of the arts. Many programs are now offered in English.

2. Academic Calendar: The academic year runs from October 1st to September 30th, consisting of winter and summer semesters.

3. Degree Programs: Austria follows the Bologna Process, offering Bachelor's and Master's programs. Some fields still offer traditional degrees like Magistra or Diplom-Ingenieur(in).

4. Doctoral Studies: Doctoral programs are available after completing Bachelor's or Master's programs.

5. Private Universities: These institutions offer high-quality education with diverse programs. Each university has its own curricula and degrees.

6. Certificate University Programs: These programs offer further education with international master's degrees.

7. Universities of Applied Sciences (UAS): UAS offer practical education, including Bachelor's and Master's programs.

8. Teacher Education: Austria offers teacher education at both primary and secondary levels through university colleges.

03 Useful Resources

You can find degree programs, entry requirements, and other details at [\[www.studyinaustria.at\]](http://www.studyinaustria.at) (<https://www.studyinaustria.at>).

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01 Overview

This is a proposal containing the outline and scope of the project - from all of the key steps we will take, milestones we set beforehand and the pricing of the project. If you have any questions regarding any aspect of this proposal, please get in touch via email or through our website.

All of the content within this proposal is confidential and meant only for the client and for his/her affiliates. If you are receiving this proposal as a third party by accident, please make sure to let us know!



BRAND IDENTITY

We'll create a coherent brand identity and all of the assets.



BRAND STRATEGY

We'll come up with an effective brand strategy for marketing.



BRAND MESSAGING

We'll devise brand messaging that attracts the right clients.

02 Objectives

The purpose of this project is to develop a coherent brand identity for the client alongside an effective and client focused messaging. In order to do that ,we first start with a discovery process, then move on to research and strategy. Once those stages are finished we'll begin with the actual identity design process.

Timeline & Key Dates



01

First objective is to find out the direction for the whole branding process. We will take the first steps for this during the discovery session and materialize it during the actual strategy work.

PROJECTED DURATION:

August 22-25

02

Secondly we will start working on the brand strategy and messaging. Getting this part right is crucial for building a brand that will resonate with your core audience.

PROJECTED DURATION:

Aug. 25 - Sep. 05

03

Step number three is to actually start designing the brand collateral - logo system, business card, letterhead, social media designs etc.

All of the assets will be provided in industry standard formats.

PROJECTED DURATION:

Sep. 05 - Sep 15

04

The last step of the process is the launch of the new identity. We will help you set up all of the assets and oversee that everything gets implemented according to the brand guidelines.

PROJECTED DURATION:

Sep. 15 - Sep 20