

ALGEBRA WINTER BLENDED INTENSIVE PROGRAMME

CREATIVE SOLUTIONS IN BRANDING

13 – 18 January 2025

Algebra University

Zagreb, Croatia

Online class:

- in the week from 16 until 20 December 2024

Credits: 3 ECTS

Learn more: [🌐 Creative Solutions in Branding](#)



ALGEBRA CAMPUS

- 12.500 m²
- Audio / Video Studio
- 80 servers & a supercomputer
- 3D printers
- VR Equipment
- Computer Labs
- IoT and Robotics

Campus flyover video on the [link](#).
📍 Gradišćanska street 24,
10000 Zagreb



MODULE OVERVIEW

PRIOR TO THE ONSITE ALGEBRA WINTER BIP – ONLINE MODULE

Creative Solutions in Branding winter BIP starts with an online teaching class in the week from 16 to 20 December 2024.

All participating students will attend the online class via the MS Teams platform in the scheduled time slot. Students will be provided with individual work materials, readings and assignments to be completed before onsite attendance.

ONSITE MODULE DESCRIPTION

This module equips students with the skills to create content aligned with marketing and brand communication goals. It focuses on enhancing creative potential through:

- Understanding and overcoming creative limitations
- Using tools to boost creativity and expression
- Analyzing and interpreting content, while developing critical thinking and strategic content creation
- Selecting effective brainstorming tools and applying storytelling principles
- Structuring basic stories and creating fictional short stories
- Developing brand concepts and content aligned with brand strategy

Students gain both theoretical knowledge and practical skills in creativity and content creation, applicable in brand communication and marketing.

(TO BE CONFIRMED) AFTER THE ONSITE ALGEBRA WINTER BIP – ONLINE MODULE

Students will attend an online class following their onsite attendance.

APPLICATION AND PARTICIPATION

ELIGIBILITY FOR PARTICIPATION

Bachelor-level students from participating partner higher education institutions are eligible to participate in the Algebra.

The minimum number of participating students is 15.

HOW TO APPLY?

Students interested in participation should contact their home International Office.

Participating students should fill out the [online application form](#).

Submitted applications are reviewed on a rolling basis. A member of the Algebra International Office will contact the participating students.

Applications are open until **11 November 2024**.

The screenshot shows the 'Application' tab of the online form. It includes instructions to fill out the form for the Algebra Winter BIPs (13-18 January 2025) and a deadline of 11 November 2024. The form contains the following fields:

- First name *** (text input)
- Last name *** (text input)
- Official email address *** (text input)
- Phone number with country code *** (text input)
- Date of birth *** (calendar icon, format dd.mm.yyyy)
- Place of birth *** (text input)
- Gender *** (radio buttons: Male, Female, Prefer not to say)
- Participant status *** (radio buttons: Student, Professor)
- City of studying *** (text input)
- Home University *** (dropdown menu with 'Choose one' selected)
- Choose your Winter BIP *** (radio buttons: Creative Visual Project, Creative Solutions in Branding, Fundamentals of Video Production, Project Approach to Applications Development)
- Student ID number *** (text input)

Additional text at the bottom right of the form states: "If you do not have a student ID number from your home university, please provide your EU ID card number instead. Professors may enter their faculty ID number." The top navigation bar includes 'About program', 'Accommodation', and 'Application' tabs. Logos for Erasmus+ and the European Union are visible in the top right corner.

INTERNATIONAL ENVIRONMENT

WHAT ARE BIPs?

Blended Intensive Programmes (BIPs) organized by Algebra University under Erasmus+ allow students from partner universities across Europe to connect and learn, combining on-campus classes at Algebra with online sessions.

The goal is to create a group of participating students from various nationalities, educational and expertise backgrounds. Apart from acquiring new knowledge and skills, students will further develop soft skills of communication and inter-cultural dialogue through group and project activities.

ALGEBRA BUDDY PROGRAM

Algebra Buddy connects international students with Algebra Buddies – local students willing to help them at Algebra. Buddies can help international students explore Zagreb, reveal tips and tricks about studying at Algebra, and above all, have fun while hanging out together.



Project work



Buddy Meet and Mingle

RECOMMENDED ACCOMMODATION IN ZAGREB

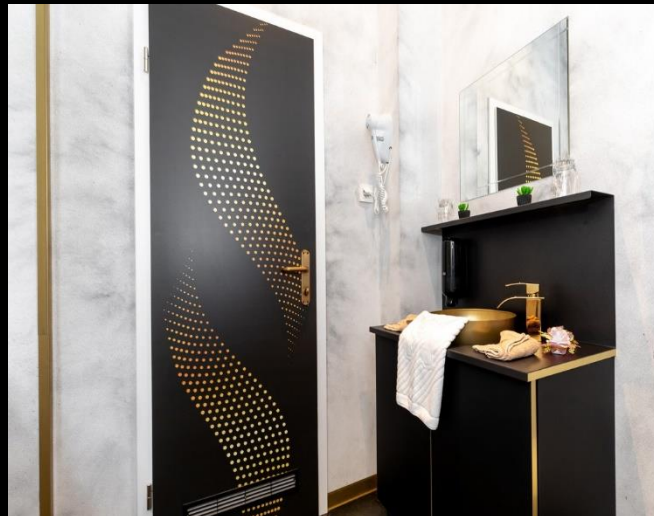
CHILLOUT HOSTEL

The hostel is located right in the centre, next to all the landmarks, vibrant stores, nightlife, restaurants and historic buildings, each one easily accessible by foot and in the proximity of our campus. The hostel space facilitates student life to the fullest and allows students to have a unique experience.

Interested students should contact their home International Office to receive more information about the special offer and a **discount code**.

- Approx. price per night: 20-30 EUR (depending on the room option selected).

<https://www.chillout-hostel-zagreb.com/>



ALGEBRA



Erasmus+

PRACTICAL INFORMATION

ARRIVING TO ZAGREB

Students arriving by plane can choose between taking a taxi to their accommodation, a shuttle bus or the ZET bus (Zagreb public transport network provider).

You can also use taxi services (Radio Taxi Zagreb; Taxi Cammeo, Eko Taxi) or carsharing services (Uber, Bolt). Depending on the provider this can cost you approximately 20-30 EUR.

PUBLIC TRANSPORTATION IN ZAGREB

Public transport tram and bus lines in Zagreb work really well and you can be from one side of the city to the other in half an hour!

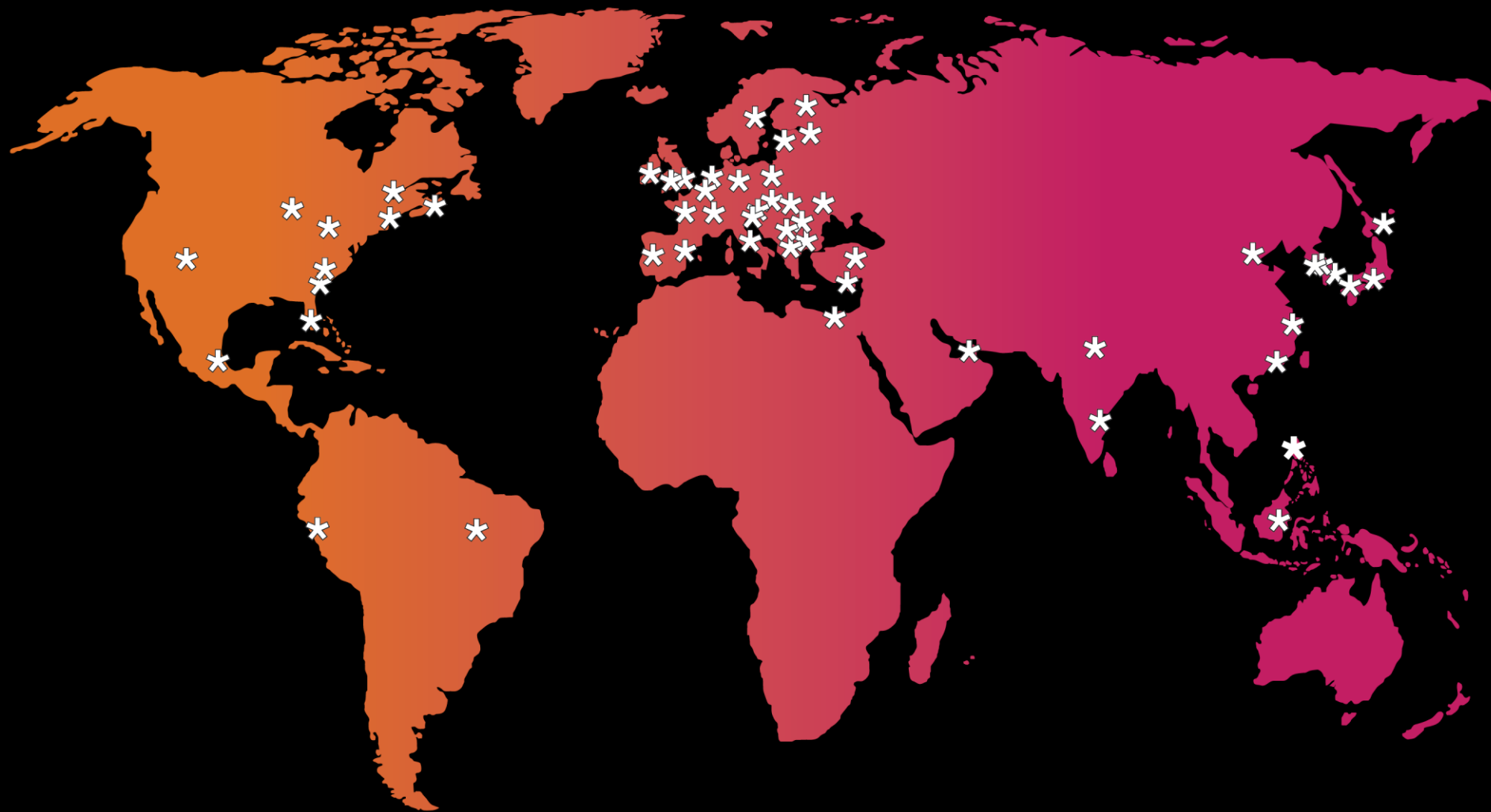
There is a 30-minute ticket which costs 0,53 EUR, which is usually enough when in the city. You can buy the tickets on public transport from the driver, however, they cost a bit more if bought on the tram/bus. If you are buying a ticket from the driver, you must pay cash and have the correct amount!

ERASMUS GRANT AND LIVING COSTS IN ZAGREB

All participating students can apply for the Erasmus grant to their home International Office.

More information about living costs in Zagreb can be found [here](#).





For further questions on practical issues, please contact the Algebra International Office:

erasmus@algebra.hr

international-office@algebra.hr



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Learn more about BIPs at Algebra on our [website](#).