

Kick Off Meeting Graduation Show 2026

Agenda

- General information: conditions to participate, support & materials, overview venues
- Production per venue
- Communication: Graduation Show Identity 2026
- Graduation Talks & diploma pick-up
- Contact information
- Questions?

Conditions to participate

- You have submitted the Graduation Show Participation Form deadline 21 May, 23.59.
- Your work is on display for the entire Graduation Show
- You are present during all the days of the Graduation Show
- All students completing their final exams are welcome to participate. If you do not pass your final exams, you are still allowed to participate in the 2026 Graduation Show. However, you are not eligible to participate in the 2027 Graduation Show.

If you participate you are obligated to comply with the venue house rules, in addition to the conditions outlined above

The house rules will be shared at a later stage with the venue coordinators

Support & Materials

What does the Academy offer:

- Venues
- Project team per venue
- Expo locations: basic lighting, electricity supply and basic grid with expo walls, panels and pedestals (crate pedestals with wooden tops)

Support & Materials

- Screening location: fully equipped cinema venue and in-house technicians
- Communication (tools): online and offline promotion, basic routing and signing per venue

What does the Academy NOT offer:

- WdKA does not provide AV materials for your work and does not have a discount agreement with external (AV)suppliers
- Security of personal items/belongings and your work. Stay near laptops and devices at all times. The Academy is not insured for loss or theft.
- The Academy does not provide food and beverages for participants/students.
- The Academy does not provide in tools, paint etc.

Graduation Show Project team

Albert Kozikowski	Designer visual identity (4th year student)
Alexander van Leeuwen	In house designer (intern, 3rd year student)
Augusta Wind	Hosting coordinator
Carmen de Groot	Communications coordinator
Ilse Ouwendijk	In house designer
Julia de Roo	Producer film festival
Leonie Groote	Coordinator Keilepand
Mei Oele	Coordinator Katoenhuis
Nelly de Brito dos Prazers Pires	Project lead, coordinator Katoenhuis & Keilepand

Overview venues and basic information

- C 3-studios (de)Fine Art, Photography
- Cultuur & Campus Leisure & Events Management
Putselaan
- Katoenhuis Advertising & Beyond, Fashion Design, Graphic Design,
Transformation Design
- Keilepand Illustration, Product Design, Spatial Design
- KINO Animation, Audiovisual Design
- Kunstinstituut Melly Docent Beeldende Kunst & Vormgeving (dt/vt)

Exceptions

AV & Animation

- You may present at the KINO (film festival)
OR
- At Katoenhuis (installations & other work)

Film Festival Participation

- Open to AV & Animation
- Other majors: only if graduation project is a film
- NO exhibition participation if selected

Exceptions

Fashion Design students

- Participation is not compulsory overall (Fashion Show and Fashion Expo).
- If you choose to participate in the Fashion Show, you must also exhibit at the Fashion Expo.
- You may choose to exhibit at the Fashion Expo only.
- Participating in the Fashion Show only is not allowed.

NOT ALLOWED:

Participating in Fashion Show + Expo + Film Festival

C 3-studios key information

- (de)Fine Art & Photography
- Coordinators: Karin Arink, Desiree Baar and Rebecca Simons
- Date and time pre-event site visit will be communicated in week 17

Exhibition design plan

- In collaboration with the C3
- Use of existing C3 white expo panels
- Possible additions: pedestals, walls or curtained areas (TBD)
- Students take an active role and work together as a project group



C 3-studios key information

Exhibition set-up

- 4 & 5 July 12.00 – 18.00
- 6 & 7 July 10.00 – 18.00

Exhibition breakdown

- 12 July 10.00 – 18.00

Opening hours (visitors)

- 8 July: 11.00 – 21.00
- 9 – 11 July: 11.00 – 18.00



Cultuur & Campus Putselaan key information

- Leisure & Events Management
- Coordinator: Arno Brouwer
- Date and time pre-event site visit will be communicated in week 20

Showcase set up

- 8 July: 09.00 – 17.00

Showcase breakdown

- 10 July : 17.00 – 19.00

Opening hours (visitors)

- 9 July: 12.00 – 14.00
- 10 July : 09.00 – 17.00



Katoenhuis

key information

- Advertising & Beyond, Fashion Design, Graphic Design & Transformation Design
- Coordinator: Mei Oele and Nelly de Brito dos Prazers Pires
- Date and time pre-event site visit will be communicated in week 20

Exhibition design plan

- Builds on existing exhibition infrastructure: panels/walls and pedestals
- Fashion Design students can use mannequins/tailor's dummies from the Fabric Station



Katoenhuis key information

Exhibition set-up

- 7 – 8 July: 09.00 – 20.00

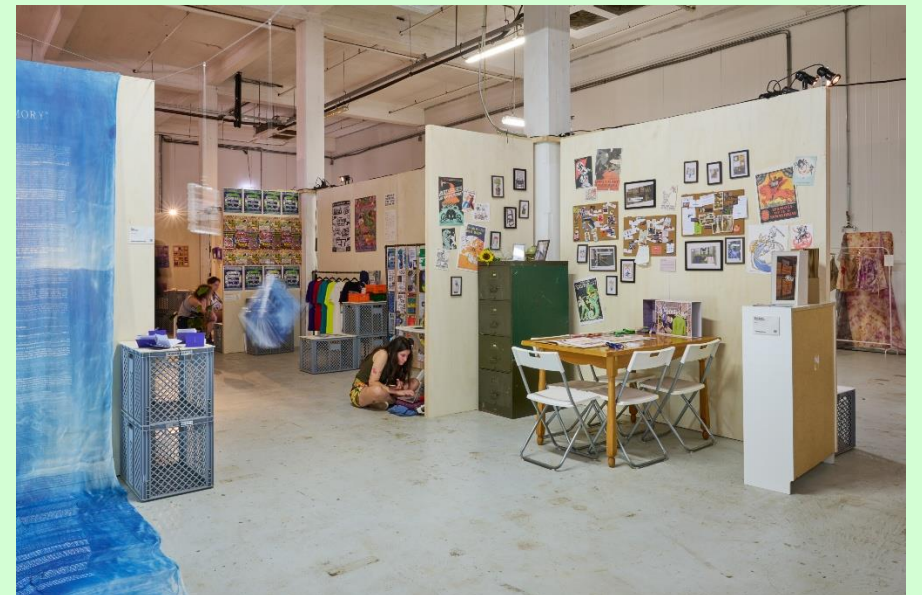
Exhibition breakdown

- 12 July: 09.00 – 14.00

Opening hours (visitors)

9 July: 12.00 – 22.00

10 – 11 July: 12.00 – 20.00



Keilepand key information

- Illustration, Product Design & Spatial Design
- Coordinator: Leonie Groote
- Date and time: 29 May, 11.00 – 12.00 hrs

Exhibition design plan

- Pedestals
- White hanging panels from Keilepand



Keilepand key information

Exhibition set-up

- 7 – 8 July: 09.00 - 17.00

Exhibition breakdown

- 12 July: 09.00 – 14.00

Opening hours (visitors)

- 9 – 11 July : 12.00 – 20.00



Kunstinstituut Melly

key information

- Docent Beeldende Kunst- en Vormgeving
- Coordinator: Sjoerd Westbroek
- Pre-event site visit has already taken place

Set-up

- 25 June: 10.00 – 17.00

Breakdown

- 28 June: 10.00 – 13.00

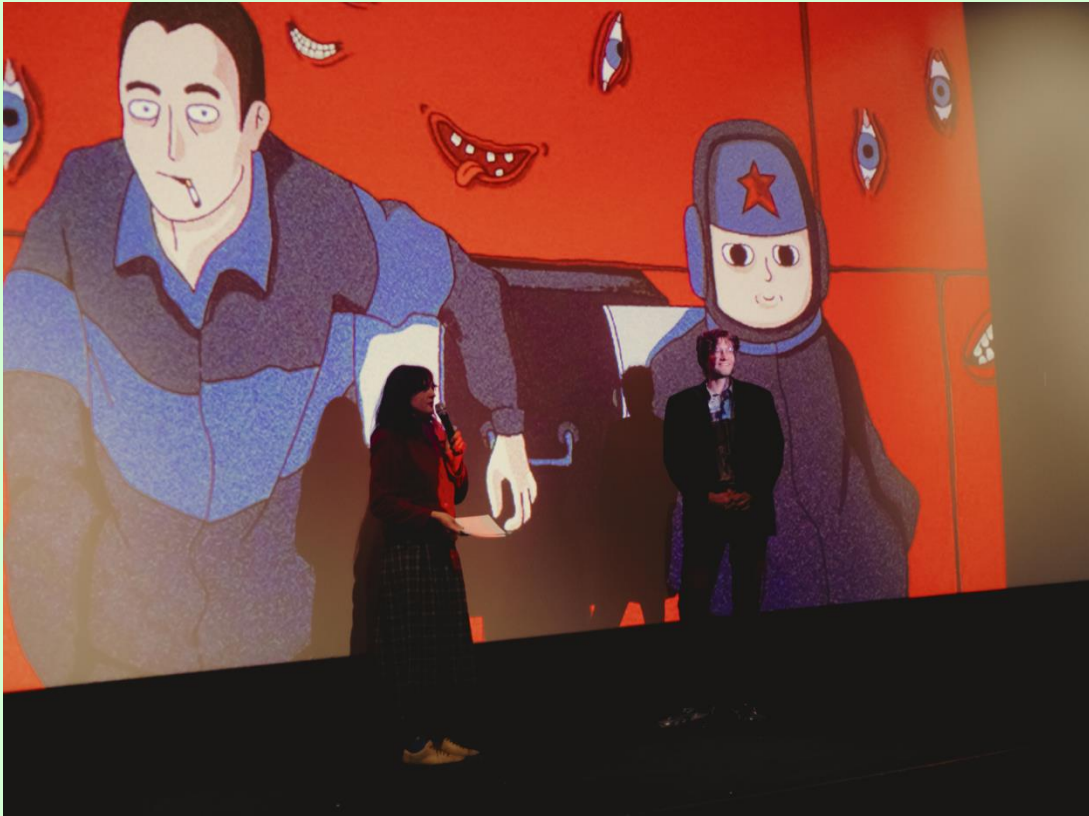
Opening hours (visitors)

- 26 June: 13.00 – 21.00
- 27 June: 11.00 – 18.00



WdKA Film Festival

- July 9 – 11 2026 in KINO
- Subsidised by Municipality of Rotterdam
- Suitable for short films and trailers



Programme

Animation day (screenings, Q&A's + graduation talks)

– July 9

AV day (screenings + graduation talk)

– July 10

Mixed programme (screenings with Q&A's)

– July 11

Final programme will be communicated in June,
week 25.



Deadlines: forms & input for poster booklet and KINO trailer

Registration for the Graduation Show

- Complete the Film Festival section in the general Graduation Show form by 21 May , 23:59.

Second Film Festival form with final film details

- Submit the final information about your film, including title, logline, duration, and other required details by 4 June , 23:59. One entry per film.*



Deadlines: forms & input for poster booklet and KINO trailer

Online poster booklet content

- Deliver one still for the online poster booklet by 4 June , 23:59.*

Input for the official KINO trailer (optional)

- Submit as much material as you have (can be rough) by 4 June , 23:59.*
- Specifications: Full HD, 1080p, MP4 or QuickTime, stereo audio
- [Example trailer KINO](#)

Please note:

Submission for the trailer will be processed on a first come, first served basis, so please send your input as soon as possible.

* You will receive the form and upload link on 22 May.

Deadlines: final film, Q&A input (animation) & posters

- Final film export (specs in the next slide) **25 June 23.59**
- Animation Q&A input process images **25 June 23.59**
- Poster drop off at Academy (A2 sized, 2 copies) **3, 6, 7 July**
Time and location TBA

Please note: Missing one of the deadlines (21 May, 4 June, 25 June) means your film cannot be part of the film festival.

Technical specs final export graduation film or trailer

- Format: MP4 or H264
- Resolution: 1920 x 1080
- Colour space: Rec709
- Frame rate: 24 or 25 fps
- Delivery: Via OneDrive or SurffileSender link to wdka.graduationshow@hr.nl and j.de.roo@hr.nl
- Audio: Stereo, 5.1 or 7.1

Ensure correct audio levels yourself. For exceptional requests regarding audio levels, please let us know so we can check if KINO can address this during the technical check. We cannot guarantee anything as we have little time to test all films.

- Title: please name your file in this format: Title Film_Name(student number).
If you submit the file for multiple grad students: Title Film_Name 1 (student number)_Name 2 (student number) and so on.

Other dates/information

- Possibility to organise a Q&A with KINO technician for export questions.
- End of June: Start ticket sale
- Small prizes for tickets to avoid no-shows, free drink in return. Still working on a policy. We will provide you with free tickets for the blocks in which your own film screens. More info on tickets & programme will be shared by the end of June.
- Further updates: read all email/teams notifications from me and team Graduation Show to keep yourself up to date.
- Questions? Email me via j.de.roo@hr.nl

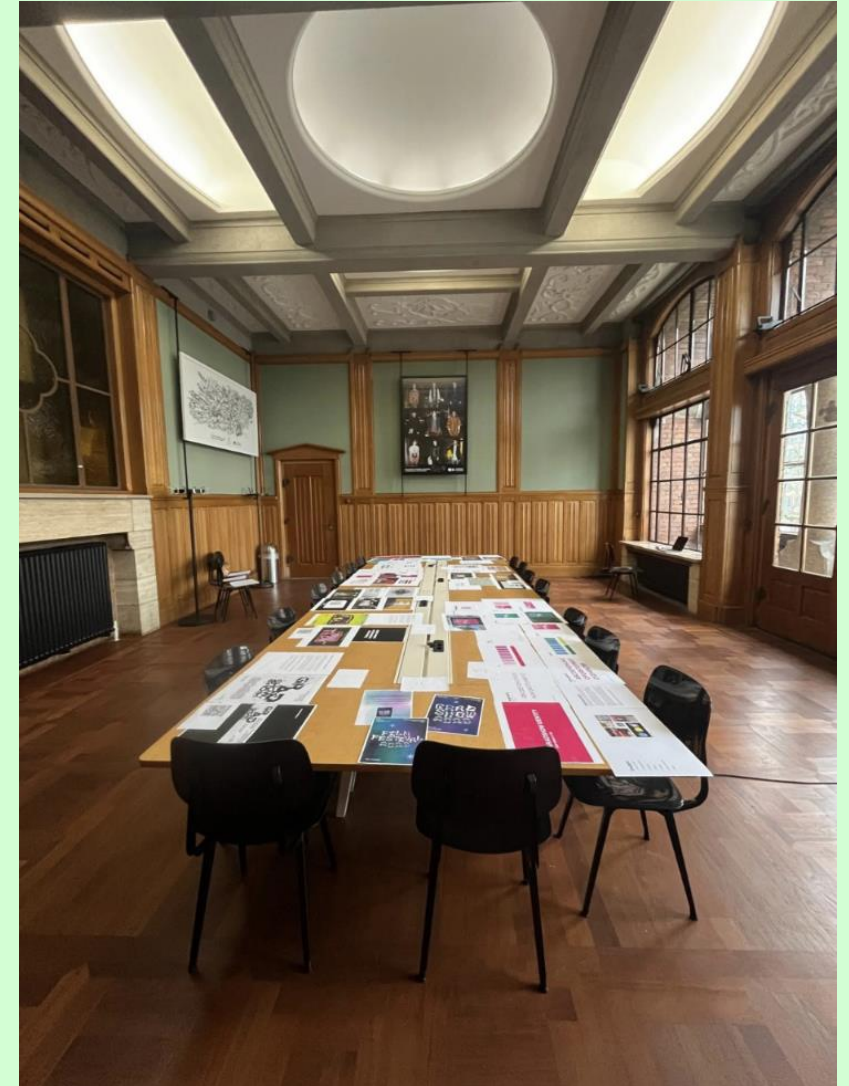
Communication

- Graduation Show Identity 2026
- Outdoor City Promotion
- Online Promotion
- Signage at the Grad Show

Graduation Show Identity

An insight into the process

- This year, we invited you and second-year MA students to submit a design proposal for the identity of the Graduation Show
- We received 9 proposals
- Reviewed anonymously by courseleaders from Graphic Design, Advertising & Beyond, LEM, Fine Art, Photography, Station coordinators, SCC colleagues and from the Communication team
- Top 4 was selected, who presented their work to Rogerio Simoes Lira, Jeroen Bouweriks and Team Communication



Graduation Show Identity 2026

<https://www.figma.com/deck/Y3i3u7cKyKlt4YLbbqAJEA/Kick-Off-Presentation-Albert?node-id=1-31&t=OEg2a...>

Outdoor promotion



Online promotion & Promo Package

Share your graduation process on Instagram

Would you be interested in doing a Take Over on WdKA Instagram Stories in the month of June and July? DM us through Instagram or by email. [Deadline 29 May](#)

A promotion package is available to invite friends, family and relations.

More information can be found on MyWdKA and wdka.nl

Graduation Show 2026
WdKA Graduation Show 2026
WdKA Graduation Show 2026
WdKA Graduation Show 2026

Signage at locations

What will we provide?

- Signage outside the locations
- General handout with information about the BA and MA exhibitions including a city map with all locations
- Name tag and Graduation Show Identity collectable for students
- Name plate for your work



GRADUATION TALKS

KATOENHUIS

Transformation Design	Friday 10 July	12.00 – 13.00
Illustration	Friday 10 July	14.00 – 15.30
Graphic Design	Friday 10 July	16.30 – 18.30
Spatial Design	Saturday 11 July	12.00 – 13.00
Advertising & Beyond	Saturday 11 July	14.00 – 15.30
Product Design	Saturday 11 July	16.30 – 17.30
Fashion Design	Saturday 11 July	18.30 – 19.30

GRADUATION TALKS

C 3-studios

Photography

Thursday 9 July

10.00 – 12.00

(de)Fine Art

Friday 10 July

10.00 – 12.00

GRADUATION TALKS KINO

Animation	Thursday 9 July	10.00 – 11.30
Audiovisual Design	Friday 10 July	10.00 – 11.15

GRADUATION TALKS Melly

Docent Beeldende Kunst en Vormgeving (VT)

Friday 26 June

17.00 – 20.00

Docent Beeldende Kunst en Vormgeving (DT)

Friday 26 June

17.00 – 20.00

GRADUATION TALKS

Cultuur & Campus Putselaan

Leisure & Events Management

Thursday 9 July

14.00 – 18.00

Diploma pick-up

Thursday 16 July, 2026

10.00 – 13.00 & 14.00 – 17.00

Friday 17 July, 2026

10.00 – 13.00 & 14.00 – 16.00

- This is an administrative procedure
- You will sign for and collect your diploma
- Physical attendance is required
- Please bring a valid ID

Location: WdKA, ground floor Wijnhaven 61

Questions? Send an email to wdka.lifecycle@hr.nl

Information updates

General

- Visit the Graduation Show page on [MyWdKA](#) or [wdka.nl](#) for general information (for example opening hours, build up info, presentation kick-off including recording livestream etc.)
- Read all email notifications from Team Graduation Show to keep yourself up to date

Information updates

KINO and Cultuur & Campus Putselaan

- Information will be shared through the Graduation Show Teams Channel
- How can you join? Please visit MyWdKA or wdka.nl to subscribe

C 3-Studios and Kunstinstituut Melly

- Information will be shared through the Graduation Show Teams Channel of these locations
- Would you like to have access to these environments please contact:

Sjoerd Westbroek for DBKV (Kunstinstuut Melly)

Karin Arink for Photography/(de)Fine Art (C3 Studios)

Questions?