



# Portfolio advice

## Product Design BA (Hons)



### Why do we ask for a portfolio?

We look at portfolios as part of our selection process as some of our courses need specialist skills. Seeing your portfolio gives us an idea of your skills and helps us understand if you will enjoy studying with us and to make sure you are choosing the right course for you.

A good portfolio should contain quality work it's not about quantity. Be selective about what to include and avoid repetition, we would recommended 15 to 25 pieces. Ensure that your work is clearly laid out and easy to look through.

### What are we looking for?

- A passion for the subject and your knowledge of product design
- Drawing skills and visual awareness – in the broadest sense
- How you generate and develop your ideas
- Your experimental approach to handling and developing materials
- An awareness of 3D construction and a willingness to explore, develop and realise ideas through 2D and 3D prototyping
- Innovative thinking and creative problem solving skills
- Your potential to learn and have ambitions for your own future, along with showing your creativity and imagination

### What should a portfolio contain?

#### Drawing and Software

- Your sketchbook(s) and portfolio need to demonstrate a good level of 3D drawing
- Show your drawing ability through observational (people and objects) and concept (ideas and developments) design sketches and sketch work. Show perspective, form, surface and detail
- Include examples of work created using 2D or 3D CAD such as Photoshop, SketchBook Pro or SolidWorks

#### Sketchbooks

- Sketchbooks reveal how you utilise drawing and imagery to develop concepts through experimentation
- They will show us how you approach a project as well as evidence of the subject matter that inspires you - think about reasoned development as well as your conclusion

- You should include primary and secondary research source material, such as exhibition visits, study trips abroad, artists' inspiration and own interests
- Include visual references to contemporary products, brands and designers that show your interests in the wider areas of product design

### **Construction**

- Evidence that you enjoy designing using materials. We want to see 2D to 3D design development and experimentation with materials. Show one or more a photography-based project logs as part of your portfolio
- Show two to three photographs of your 3D work, models and finished designs, if the pieces are too large to carry

### **Projects**

- We want to see how you develop an idea and how you research and respond to a project brief
- Show evidence of your creativity through concept generation and the development processes, they are as important as the final product resolution
- This could be any art or design project, either as part of your course or an independent project
- Include your personal work, it shows you can work independently, without being driven by a brief or a deadline

### **Written work**

- Please bring an essay or a recent example of writing as evidence of your writing ability.
- Although this is a practice-based degree there are written elements within the course and writing is an essential tool for designers to develop their critical and communication skills

### **Size and Format**

#### UK / EU applicants

- Usually on paper. Can be presented electronically e.g. on a tablet for video
- Can include physical objects / 3D forms e.g. products, sculpture

#### International applicants (living outside of the UK)

- Usually one PDF
- Moving images such as animation or video, please use .mp4, .MOV or .AVI format
- All work needs to be saved in one folder and labelled with your name, student reference number and the name of the course you have applied for
- Files need to be compressed or zipped and not exceed 1GB in size
- Submitted via <http://www.mailbigfile.com/dmuac> or posted, see address below

### **Submission**

#### UK / EU applicants

- Once you have applied, if you meet our minimum entry requirements, you will be invited to attend a face to face interview with one of our course tutors where you will present your portfolio
- You will be sent further advice of what to expect and how to prepare for your Interview Day

International applicants (living outside of the UK)

- Once you have applied, if you meet our minimum entry requirements you will be asked to submit your portfolio electronically
- We may wish to contact you through skype or telephone to discuss your portfolio, you will be sent further advice of what to expect and how to prepare

**Contact**

If you require further information about your portfolio submission, contact our faculty Admissions team who will be happy to support.

**Arts, Design and Humanities Admissions Team**

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