

**ANIMATION**  
BA (HONS)

PORTFOLIO GUIDANCE



# ANIMATION BA (HONS)

## YOUR PORTFOLIO AND THE APPLICATION PROCESS

Your portfolio is extremely significant in outlining your potential and suitability for this course. This should be a thorough reflection on the breadth of your capabilities, and should be treated like an insight into your skills as an animator. This course is practice based, so we need to know that you have the skills, enthusiasm and passion for Animation BA (Hons).

Your work should be laid out professionally and clearly so that it takes us through a visual journey and provides us with clear evidence of the logical progression of your ideas and creative ability. The development stage of a project is just as important as the final idea. Exploring ideas and design development can be shown through sheets in your portfolio, sketchbook or as models.

We believe that the quality of work in your portfolio is more important than the quantity, so we would only expect to see the work that best defines you as an artist.

**Please make sure you are familiar with these guidelines before you submit your portfolio.**



### WHAT HAPPENS NEXT?

Once you have made an application for Animation BA (Hons), you will then be required to submit an online portfolio of high-quality, scanned work; either in a PDF format or as a website link, and send it to [techadmissions@dmu.ac.uk](mailto:techadmissions@dmu.ac.uk) with your full name and the course title. The contents of your online portfolio should be the strongest examples of your work, and should contain a minimum of 15 and a maximum of 20 pieces.

Your online portfolio will then be reviewed by our experienced academics, and we may contact you for further work if necessary. Then a decision will be made whether you will be offered a place to study on the course.

If you are unsuccessful at this stage in your application, you may be considered on a similar course of interest, and we will be in touch to discuss your options at De Montfort University (DMU).

ANIMATION BA (HONS)  
WHAT ARE WE LOOKING FOR?



- Innovative thinking - to show evidence of unusual approaches to solving a problem
- Drawing skills - to demonstrate a range of techniques and styles
- Idea generation - quick initial doodles, sketches and thought processes
- Development of ideas - to show evidence of how you think
- An interest in animation, character design and sequential imagery
- Some experience of using computers and software for design - Photoshop and 3D modelling or 2D software would be desirable
- Spatial awareness and an ability to think three dimensionally
- A level of care and pride in your work – we are looking for a professional approach to the presentation of your work
- Most importantly we are looking for evidence of a passionate and inquisitive mind, who would be ready for the high demands of the course.



## ANIMATION BA (HONS) WHAT SHOULD YOUR PORTFOLIO CONTAIN?

Our course focuses on computer graphic (CG) modelling, animation, visual effects (VFX), 2D and 3D animation, so we will be looking for the following elements in your portfolio:

### DRAWING

We are interested in seeing your skills as an animator, so we would like you to include examples of good analytical and observational drawing. You do not need to stick to one principle – make sure you include a range of different drawing types; for example paint, pencil, chalk, markers, or ink, so we can get more of an idea of the scope of your skills.

Below are some strong examples of drawings from recent student portfolios.



^ You may want to add environment and perspective drawing, such as this example. Life drawings in different mediums are useful in showcasing different styles. ▾



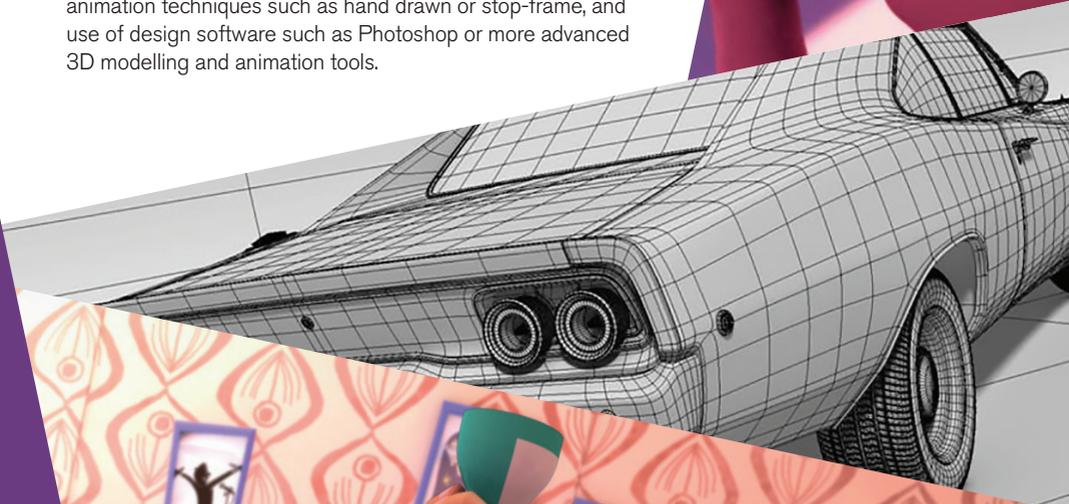
^ This is a great example of using structure, tone and lighting within drawing.



ANIMATION BA (HONS)  
WHAT SHOULD YOUR PORTFOLIO CONTAIN?

## DIGITAL WORK

We would like you to include your best examples of any computer-aided design (CAD) or artwork that you have produced, as well as photography, video or animation if you have had experience. You can send these via links with your portfolio. It would be useful to demonstrate an interest in animation techniques such as hand drawn or stop-frame, and use of design software such as Photoshop or more advanced 3D modelling and animation tools.

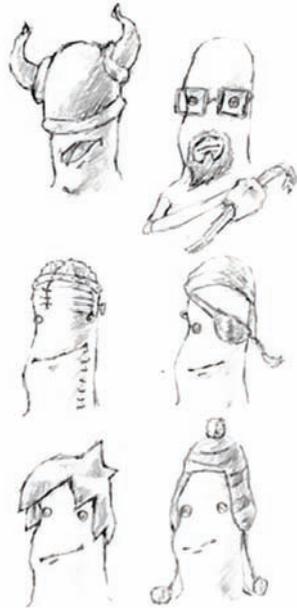


## ANIMATION BA (HONS) WHAT SHOULD YOUR PORTFOLIO CONTAIN?

### SKETCHBOOKS

We would like to see how you investigate and analyse a project brief and how you have explored, experimented and documented your thought process.

We are interested in seeing the beginning to the end of the process; from the concepts and ideas, to the progression and final piece. We need to see that you are able to demonstrate where ideas come from and how they might transform through a process of either thorough research or extended sketching around the problem.



### PERSONAL WORK

We really like to see personal work that you have done simply because you enjoy being creative; not driven by any brief or deadline. There are no specific guidelines or requirements for this element, but please do submit examples of personal work to demonstrate that you are able to work independently.

### CONTEXTUAL RESEARCH

You will need to show that you are aware of animators and current practice in the sector, together with knowledge of the history of animation. We want to know how different animators have influenced the work that you do, how their work has inspired you and in what way it relates to your own work. This can be shown through research or written annotations, showing how the work of other artists has influenced your own.



**FOR MORE INFORMATION  
PLEASE CONTACT**

**T:** +44 (0)116 2 50 60 70

**E:** [enquiry@dmu.ac.uk](mailto:enquiry@dmu.ac.uk)

**W:** [dmu.ac.uk/animation](http://dmu.ac.uk/animation)



[dmutech](#)



[dmutech](#)



[dmutech](#)



[dmutech](#)

[dmu.ac.uk/socialmedia](http://dmu.ac.uk/socialmedia)