

Portfolio Advice

For UK and European Union applicants



Bertie Lopez BA (Hons) Graphic Design, class of 2014



Graphic Design BA (Hons)

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Your portfolio

Your portfolio should contain around three or four projects (16-20 pages) that show both the outcomes and the process/method by which you developed them.

We're looking at your potential to be a visual communicator; we want you to be keen to learn and have ambitions for your own future. We don't expect you to be exceptional in all the areas listed below, but we do want to know which studios, agencies and practitioners inspire you in graphic design, typography, image-making and visual language generally.

You can include a section in your personal statement on your application form, detailing which books and magazines you read, which websites you visit and any other cultural interests you have, such as film, music, architecture, dance, travel, food etc. and it would be good to be quite specific about what your interests are. We expect you to look regularly at graphic design magazines and design/graphics-related blogs and websites for relevant examples of current practice.

What are we looking for?

- Someone who loves graphic design and visual language
- A range of drawing skills to support this
- Idea development and lateral thinking
- An interest in contemporary culture
- Material experimentation
- The questioning of conventions

What should a portfolio contain?

Three or four examples of projects you have created; both the outcomes and the process.

We're looking for evidence of questioning, intention to communicate effectively, and to see how you develop an idea.

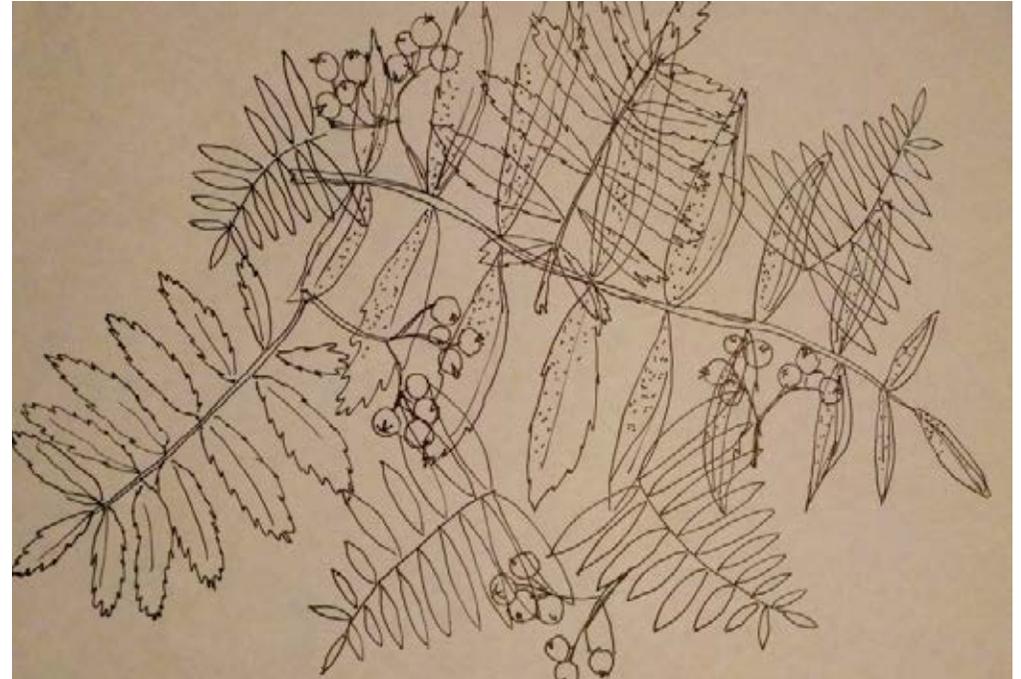
We also look at how you research and respond to a given brief. Make sure you have a project in your portfolio that demonstrates creativity, a deep involvement in your work and your conclusion or final idea. This could be any graphic design project – either coursework or an independent project. Include evidence that you enjoy making and using materials – we like to see experimental approaches to materials, and photos of 3D mock-ups and prototypes can tell us a lot.

Three or four examples of how you have used software to experiment with, achieve, or refine final project outcomes.

This doesn't have to be world-class or award-winning stuff; we just want to see what you've done in any of the following – Photoshop, Illustrator, Indesign, vector illustration, typography, layout, image-making, image manipulation, image-editing, digital photography, stop-frame animation, vector animation, website design, printing etc etc.

Three or four examples of how you have used a sketchbook process to research, explore and question visual language.

Your research will show us what excites and inspires you during your current projects – include references to contemporary and historical practices and show us how you develop ideas in graphic design/visual communication. You can incorporate material research (exhibition visits, study trips or collected ephemera) into the development process and annotate the design sketches.



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Three or four examples of image-making and drawing.

We like to see image-making in the broadest sense, from experimental design sketches to still life and object drawing, life drawing from the model, but also photography, print-making and collage, and the more diverse the better. Include work that demonstrates experimentation with colour and tone.

An example of your own written work.

Please include an example of a recent piece of writing – we like to see how you think and how well you write. Even though this is a practice-based degree in an applied art, you will have to produce written work that supports and records your design ideas. You will be expected to take notes during lectures, write critical design blogs and produce a longer, fully-referenced design report or essay in your final year.



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Conclusion

Use your portfolio presentation to tell us the story of your passion, enthusiasm and interest in your own design processes. Show us what you're good at – and how much we're going to enjoy working with you.



Agneta Zukauskaitė, BA (Hons) Graphic Design & Illustration, class of 2014