



Portfolio Advice

Design Crafts 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 recommend 15 to 20 pieces and sketchbooks. Ensure that your work is clearly laid out and easy to look through.

What are we looking for?

- A passion for contemporary craft. Who or what inspires you in the field of art and design, particularly in crafts. We would recommend taking a look at *Crafts Magazine* and design magazines such as *Elle Decoration* or *Wallpaper*
- Enthusiasm for making along with showing your creativity and imagination
- Drawing skills – in the broadest sense
- How you generate and develop your ideas
- An experimental approach to handling and developing materials
- Above all, we are looking for your potential to learn and ambitions for your own future

What should a portfolio contain?

Drawing

- Your sketchbook(s) and portfolio need to demonstrate drawing skills in a broad sense
- Show your drawing ability through relevant still life, life drawing and initial design sketches. Include colour work where you can

Sketchbooks

- Sketchbooks reveal how you research and utilise imagery and a concept to develop ideas through experimentation
- They will show us how you approach a project as well as 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 your own interests
- Include visual references to contemporary artists and designers, and references to contemporary and historical practices to that show your interests in crafts the widest sense

Making

- Evidence that you enjoy designing and using materials. We want to see 2D to 3D design development and experimentation with materials. Bring two to three examples
- Photographs of your 3D work, maquette, models and finished designs is helpful to see

Projects

- We want to see how you develop an idea and how you research and respond to a project brief
- Show evidence of a project in your portfolio that demonstrates creativity, a deep involvement in your work and your conclusion or final idea. This could be any art or design project, either as part of your course or an independent project
- Include your personal work, this 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 elements of written work required as part of the curriculum. For example, you will be asked to keep a personal journal for tutorials, compile a technical file and carry out market research. You will need to make lecture notes and write essays

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 Admissions team who will be happy to support.

Admissions Team

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