

## Portfolio advice

### Fashion Communication and Styling 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 a range of quality work it's not about quantity. Be selective about what to include and avoid repetition, we would recommend 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 the broader context of fashion , photography, styling. Who or what inspires you as a creative fashion stylist and or communicator?
- Tell us about the fashion related publications you read, websites or fashion blogs you visit, your cultural interests in film, music, architecture, dance, travel, sports and so on
- Drawing skills – in the broadest sense
- How you research, generate and develop your ideas
- Basic awareness and knowledge of photography, video, digital and social platforms
- Good illustration skills for fashion
- Good presentation skills and how you can talk confidently about your work to others
- Your potential to learn and have ambitions for your own future, along with showing your creativity and imagination

#### **What should a portfolio contain?**

##### **Drawing**

- Your sketchbook(s) and portfolio need to demonstrate a good level of drawing for fashion through use of different media and styles
- Show your drawing ability through relevant still life, life drawing, and initial fashion design sketches and sketch work relevant for fashion and textiles
- The use of Photoshop, Illustrator or CAD for illustration and technical elements and general presentation can be used

##### **Sketchbooks**

- Sketchbooks reveal how you utilise imagery and build a concept to develop ideas through experimentation. They will show us how you approach a project, as well as evidence of the subject matter that inspires you

- 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 fashion brands, designers, photographers, illustrators that show your interests in the wider issues of fashion design

### **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 the communication of your conclusion or final idea
- This could be any art or design project (either as part of your course or an independent project)
- Idea generation can be demonstrated through sketching, model making, photographic experimentation and final ideas can be shown through a photoshoot and or illustration work
- Include personally generated work, it shows you can work independently, without being driven by a brief or a deadline

### **Written work**

- Please show 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 compile a research resource file, document lecture notes, and enter into dialogue through social media platforms as well as produce written essays or journalistic pieces of writing

### **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
- Following receipt of your electronic we may wish to contact you through skype or telephone to discuss your portfolio, you will be sent 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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