

Portfolio Advice

Foundation Diploma in Art and Design



Why do we ask for a portfolio?

We look at portfolios as part of our selection process for the Foundation in Art and Design as we need to see general and 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 be about quality not quantity, so be selective about what to include and avoid repetition. We would recommend a total of 20 pieces including sketchbooks. Ensure that your work is clearly laid out and easy to look through.

What are we looking for?

- A passion for art and design and a willingness to step outside of your comfort zone as well as showing us your strengths
- Creative thinking and an inquisitive mind
- Innovative. Try things that are new to you
- Drawing skills – including expressive drawing and drawing from direct observation
How you generate and develop your ideas
- Your experimental approach to handling and developing materials
- 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 through use of different media
- Show your drawing ability through relevant still life, life drawing, initial doodles, design drawing and drawing work relevant to your specialism. Consider primary as well as secondary sources
- Use a range of approaches such as mark making and expression using a variety of media for example paint, pencil, markers, ink

Sketchbooks

- Sketchbooks vary in structure and content according to your practice, we like to see how you generate ideas, experiment and develop them visually. 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 artists and designers that show your interests in the wider aspects of art and 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 from start-to-finish 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)

Written work

- Please bring an essay or a recent example of writing as evidence of your writing ability
- Although this is a practice-based course, there are elements of written work required as part of the curriculum. For example, you need to contextualise your work within contemporary art and design practice

Size and Format

UK / EU applicants

- Usually on paper. Video, game design and animation work should be printed out and mounted on paper as storyboards (4-12 of the most important images)
- Can include physical objects / 3D forms e.g. products, sculpture, fashion samples

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 an Applicant day where you submit your portfolio
- You will be sent further advice of what to expect and how to prepare for your Applicant 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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