



PRODUCT DESIGN BSc (HONS)

PORTFOLIO ADVICE

WHY DO WE ASK FOR A PORTFOLIO?

At DMU we have put everything in place to help you build the skills and confidence you need to succeed in the world. We ask to look at a portfolio as part of our selection process to give us an idea of your skills, help us understand if you will enjoy studying with us and to make sure you are choosing the right course for you. The design portfolio is your opportunity to communicate and evidence various aspects of your design capability and potential in a single, curated, visual document. It communicates your unique design identity and you should take pride in its creation and presentation.

A good portfolio should contain quality work: it's not about quantity. Be selective about what to include and avoid repetition, we suggest you curate your portfolio to concentrate on a maximum of three different projects within 15 pages (total). Ensure that your work is clearly laid out and easy to look through.

We receive and view a variety of portfolios, and whether you are currently involved in creative studies or not, we will look for the potential in your work so please respond to the advice in this guide as best you can.

WHAT ARE WE LOOKING FOR?

- A passion for the subject and your knowledge of product design
- Drawing skills and visual awareness – in the broadest sense
- How you generate and develop your ideas
- Your experimental approach to handling and developing materials
- An awareness of 3D construction and a willingness to explore, develop and realise ideas through 2D and 3D prototyping
- Innovative thinking and creative problem solving skills
- Your potential to learn and have ambitions for your own future, along with showing your creativity and imagination

WHAT SHOULD A PORTFOLIO CONTAIN?

1. DESIGN IDENTITY (1 PAGE)

- Think about what kind of designer you are and who you wish to become
- Are you interested in form or the user, are you more tech or process focused?
- Communicate who you are and your aspirations within design and the creative discipline
- Use this information to decide which projects and work to include to show your aspirations

2. DESIGN PROJECTS (3 TO 5 PAGES PER PROJECT MAXIMUM)

Project brief or problem statement (1 page)

- Introduce the brief or problem
- Outline the intended users and main aims
- What research did you complete to explore the contextual issues?
- Include evidence of user research, inspiration and relevant forms of cultural or technological enquiry
- What were your key insights?

Design development and process (1-2 pages)

- Communicate your iterative design process and creative response
- Your process of design is just as important as the final outcome
- How did you make your key decisions?
- Include and demonstrate evidence of creative problem solving through sketch work, virtual modelling, physical prototyping and any experimental work supporting your process

3. FINAL DESIGN (1-2 PAGES)

- Communicate your final design 'hero' image and key features
- What stage was achieved – concept, visual model or working prototype?
- Did you address the original brief/problem?
- Where appropriate, include detail of:
 - How the product works and operation by the user
 - Form or technological details
 - Evidence of user or functional evaluation
 - Evidence of project success or failure

SKILLS TO INCLUDE:

- Show your drawing ability through observational (people and objects) and concept (ideas and developments) design sketches and sketch work. Show perspective, form, surface and detail
- Include examples of work created using 2D or 3D CAD such as Photoshop, SketchBook Pro or SolidWorks
- Evidence that you enjoy designing using materials. We want to see 2D to 3D design development and experimentation with materials
- 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 products, brands and designers that show your interests in the wider areas of product design



Design by Jacob Henley,
Product Design BSc (Hons), graduate



HOW TO PHOTOGRAPH AND DIGITISE YOUR WORK

- Take the highest quality images you can of your work, most smart phone cameras will have a high enough resolution
- Good lighting is really important, try to photograph your work in front of a window to provide bright natural lighting without shadows or distorted colours. The flash on your phone may be too bright!
- Make sure any photographs of your work are taken at the best angle to showcase all aspects of it – decide if landscape or portrait is best for the image so there is no wasted space in your photograph
- It's best to place your work against a plain background when photographing it so that it's easy to see and there is nothing distracting from the work
- When scanning your work make sure you choose a high-quality resolution and large file size to ensure it is not compressed or distorted
- Make sure it's clear what your work is and some of the techniques used to create it. You won't be able to talk to us in person about your work so you may want to include a short 10-20 word description of each piece
- Rather than directing us to your website or Instagram account, please include the pieces that you would like us to see within your digital portfolio

SIZE AND FORMAT

- Please submit your digital portfolio as a multi-page single PDF file
- Files need to be compressed or zipped and not exceed 1GB in size and submitted via **www.mailbigfile.com/dmuac**
- For 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

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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