



Digital Portfolio Guidelines

It's important that you include a range of work in your digital portfolio that demonstrates your interests, ideas and motivations so that we can assess your potential. You should also include images of your sketchbooks, so that we can see how you process and develop ideas. Make sure you include evidence of exploration and experimentation using different materials and processes, for example print, photography, film, drawing etc. This may not necessarily be completed outcomes; we're also interested in seeing work in the initial stages, or test pieces.

It's helpful when taking photographs of very large pieces and 3D work to give details of the size/scale.

Your digital portfolio will take some time to prepare, so make sure you seek guidance about what to select as well as how to present your work from your art, design and media teacher(s). They can also advise you on the order of your work/imagery in the portfolio. Always start with your strongest work, and if you have any work that you're not sure about, it's best not to include it, even if it means you have fewer pages/images.

Listed here are a number of suggestions to help you when considering what to include in your digital portfolio. This is a general guide rather than specific requirements:

- Examples of media, materials and processes: examples of Drawing and Painting, Printmaking, Visual communication and Illustration, Mixed Media, Collage, Photography, Film, Sound, Storyboards, Animation, Gifs, Video, Textiles, Fashion, Crafts, Models and Maquettes, Ceramics, Jewellery, Furniture, Product Design, Sculpture etc.
- Idea development: work that demonstrates how you develop your ideas and designs. We would like to see sketchbooks and worksheets which show your development, experimentation with media and work in progress. We'd also like to see the 'journey' of initial ideas to final outcomes.
- Research and inspiration: a broad range of research which helps to put your work in context, and demonstrates your interests and understanding of arts, design and media practice. This could include illustrated essays, contemporary and historical artist or design research; magazine articles; evidence of exhibitions you may have visited.
- Drawing and mark-making: a range of approaches including drawing from direct observation; drawing as problem solving; drawing to develop and present ideas; work which demonstrates your understanding of the key principles of line, tone, perspective, colour, composition, form and space.
- Self-initiated Work: we would like to see examples of creative work which you have done outside of formal study. This could be a drawing diary or any creative work not related to your current course work.

- Showreel: For film-makers a strong show-reel is important, and should be no longer than 5 minutes available on line, or on a memory stick. It should show your strengths, particularly visual ones and a good understanding of narrative. It should be supported by written evidence showing pre and post production skills. Where group films have been made, your own personal input must be clearly visible. Remember this is a creative, arts based, media programme for creative Photographers and Film-makers and, although technical skills are important, they should not be the primary aspect of your portfolio/showreel.
- If your portfolio is likely to be mainly lens based work such as photography and film stills; storyboards, mixed media work, graphics and fine art practice are all also encouraged.

Good luck to all applicants.



Book a Support Session

Studying at university is an important decision, especially if you are applying from outside the UK.

To help you with this decision, you can talk to us through a virtual 1-1 session. Our Senior Officer, Sarah Charles is on hand to give feedback on your portfolio - you can also ask her questions, find out more about the IFD course, how to apply, life in the UK and more.

To arrange a virtual session with Sarah, simply fill in the registration form via the button below.

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