

PORTFOLIO GUIDELINES

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Your portfolio of work is the most important element of your application, and there are particular things we will be looking for:

- Ideas in any format: sketchbooks, idea sheets, visual diaries
- Conceptual thinking: quality of innovation, imagination, experimentation
- Research and analysis: evidence of questioning and primary investigation
- Typography: basic understanding of subject and expression
- Life drawing: include two or three favourite drawings
- Three-dimensional work, photograph and include images only

Do not just include finished work, we would really like to see how you initiate and develop your ideas

Showcase your key skills in idea creation, typography, photography, problem solving, drawing and digital skills.

Try not to show your work as details in close-up, show the work in its entirety.

Show films as stills or edited storyboards. Please add titles and short captions to describe your film work.

At Interview

You need to be highly motivated and well prepared. You can prepare yourself for the interview by ensuring your portfolio has a diverse range of work across media formats and by considering the questions you might ask.

In interview we expect applicants to show evidence of:

- Enthusiasm for and understanding of subject knowledge
- Varied interests and current 'news' awareness
- Openness to receiving critical feedback on work
- Interested in an experimental approach to realisation of ideas
- Able to articulate ideas and problem solve

Electronic portfolio

If you are unable to attend interview

Admissions will request a link to an online portfolio. Please do not submit a portfolio until you have this request which will give details of how to submit to admissions.

We will require a digital portfolio of approximately 20 images.

Please use the above guidelines to help you prepare.