

BA (Hons) COMMERCIAL PHOTOGRAPHY

PORTFOLIO GUIDELINES

When you are called for interview you will be asked to bring a portfolio of work with you. It is important that you bring recent work to enable us to assess your creative ability.

The nature and level of the course means that students are drawn from a wide range of backgrounds with a variety of talents, aspirations and experiences. This may include students from the industry, who are looking for opportunities to change direction, or returners to education who may or may not have studied at this level previously. Students who have worked or studied to a high level will have the opportunity of having work and/or experience (AP(e)I) credited.

We look for creative potential through the medium of photography and an indication of your personal ideas, interests and aspirations, so bring with you any journals, idea/sketch books together with your finished work.

The qualities we look for at interview stage are reflected in the course structure; a commitment to the medium, sensitivity towards its infinite capacities for making visual statements and an awareness of the importance of its history and current applications within contemporary, commercial and arts based practice.

We are looking for an engaged attitude and a personality that is able to cope with the realities of the profession at a high level.

Above all, applicants must be able to evidence the ability to generate ideas and work in a self-motivated way. The ability to contextualise and articulate work in relation to styles, genres and influences is of particular importance for this course.

Students who have recently completed A Levels or are presently taking a Foundation Diploma, National Diploma or National Certificate, it would help assess their ability to engage with critical photographic discourse if they are able to bring and leave a copy of a recent relevant essay from your current course.