



## **BA (Hons) DIGITAL MEDIA PRODUCTION**

### **PORTFOLIO GUIDELINES**

Tutors will be looking for applicants who demonstrate their motivation for the course through their skill-based experience. Applicants should be able to discuss particular websites/CD ROMs that interest them and show through their work an experimental approach to the application of IT.

Taking extra IT courses particularly Photoshop & Quark Xpress is helpful. Successful candidates will have either drawing skills, which they are able to translate into drawing programmes or a background in photography/graphic design.

Tutors will be looking at an applicant's portfolio for evidence of experimentation and development of the applicant's own ideas. Students' practical skills and ability to think conceptually combined with their commercial awareness will enable them to apply their creativity and originality to working out practical solutions.

Please bring with you work relevant to this application. We are particularly interested in examples of two or three dimensional art work, video, photography, graphic design, web design, CD-ROM, image manipulation, DTP work and work produced on computer. We also like to see work produced outside of your college or school.