

BA (Hons) Illustration

Portfolio Guidelines

When you are called to interview you will be asked to bring a portfolio of work with you. It is important that you bring a significant amount of recent work to enable us to assess your creative ability and potential. As you are aware there are a high number of illustration courses across the country and every course has its own ethos; when evaluating applicants a course team is always looking to select students who appear to have the potential to match the ethos and nuances of its own course most closely.

The session will start with a group talk about the course and then a member of the course team will discuss your portfolios with you, as a group. The ability to work in a group is a very important aspect of the course. The group interview is, therefore, considered to be the most appropriate way in which to evaluate students, all those attending the interview are given an additional opportunity to offer additional information about themselves and obviously the work of all the applicants is given equal consideration. You will be expected to discuss your work with the group.

Your portfolio should show:

- An enthusiasm for exploring ideas through drawing.
- Evidence of a thoughtful, enquiring mind and a commitment to the subject area.
- Evidence of ability to interpret a brief intelligently and execute with innovation and flair.
- An understanding of contemporary illustration practice and formats.
- A willingness to engage in debate on a variety of topical and cultural issues.
- Please provide evidence of academic work e.g. art history assignment or report.

How your portfolio is organised and presented is important.