



BA (Hons) Motion Graphics Design and Production

Portfolio Guidelines

The session will start with a group talk outlining the course and what will happen during the interview. The interview will last between 25 and 30 minutes and will take the form of a discussion about the work in your portfolio and your knowledge of motion graphics.

We do not wish to see three-dimensional work, so please photograph pieces. Please bring any animated sequences on media that can be accessed easily such as on a pen drive, and reduce the duration of any moving image work to under one minute.

The particular things we shall be looking for in your portfolio/showreel are:

- Evidence of storytelling through storyboards or sequences of images
- Evidence of motion graphics, filmmaking or animated sequences
- Evidence of research and analysis
- Evidence of rigour, motivation, innovation
- Evidence of creative development
- Evidence of drawing
- Evidence of observation and recording through sketchbook work