

BA (Hons) Visual Communication

Portfolio Guidelines

Initially you will be introduced to the course in a group (usually three to six people). At this stage you will have the chance to ask any general questions about the course and study at AUCB. From here you will have the opportunity to speak one-to-one with a lecturer and present your portfolio; at this point you may also ask any questions specific to your application.

The interview process will take roughly two hours, and the one-to-one section will last for 30 minutes. You will also be given a tour of relevant facilities and have time to look at the work and projects of previous students.

To enable the course team to assess your creative ability and potential the particular things that we shall be looking for are:

- An enthusiasm for exploring ideas through exploration of media and techniques.
- Evidence of creative problem solving, an enquiring mind and a commitment to further study.
- Evidence of sketchbooks and visual diaries that demonstrate a thoughtful approach, and commitment to design problem solving.
- Evidence of contextual and historical research and understanding.
- A willingness to engage in debate on a variety of topical and cultural issues.