



FOUNDATION DIPLOMA (MEDIA PROGRAMME)

Portfolio Guidelines

Your interview will last around 20 minutes and will be your opportunity to present your portfolio/showreel and to discuss your ideas, interests and aspirations with a course tutor. We will talk about your influences in arts, design, media and performance and other cultural interests such as cinema, theatre or literature.

Discussion will largely revolve around your portfolio of creative work and/or your showreel. It is important that you bring a broad range of work so that we can assess your potential. We would advise that you seek guidance about the content of your portfolio from your art, design and media teacher(s).

Listed below are a number of suggestions to help you when organising your work. Please regard this list as a general guide rather than specific requirements.

WE WOULD LIKE TO TO SEE:

Drawing: in its broadest sense, such as storyboards, drawing with light, life drawing.
(We understand that Media Programme students may not though have drawing in its traditional forms)

Project Development: showing how you develop your ideas and projects. We would like to see sketchbooks and/or journals which show your development, experimentation with media and work in progress.

Formal Elements: work which demonstrates your understanding of the key principles of line, tone, perspective, colour, composition, form and space. For Media Programme students, this would normally be shown through creative lens based work in still photography or film.

Self-initiated Work: we would like to see examples of creative work which you have done outside of formal study.

Contextual Understanding: work which demonstrates your interests and understanding of arts, design and media practice such as illustrated essays, research and evidence of exhibitions you may have visited, films you may have analysed.

Portfolio; Would normally be mainly lens based work such as photography and film stills, but storyboards, mixed media work, graphics, fine art practice are all encouraged.

Showreel; For film-makers a strong show-reel is important, and should be no longer than 5 minutes available on line, or on a memory stick. It should show your strengths, particularly visual ones and a good understanding of narrative. It should be supported by written evidence showing pre and post production skills. Where group films have been made, your own personal input must be clearly visible.

Remember this is a creative, arts based, media programme for creative Photographers and Film-makers and although technical skills are important they should not be the primary aspect of your portfolio/showreel.