



MA GRAPHIC DESIGN
PORTFOLIO GUIDELINES

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The MA Graphic Design course accepts students from a range of different backgrounds so there is not one type of portfolio or application that we are looking for.

It would help us if you are able to use your whole submission to tell a story so that we can see the kinds of questions and approaches that you are currently concerned with in your practice. It would also be helpful to provide pointers to the kind of questions and work you would like to do if you were to study on the MA course.

It may be, for example, that you have lots of professional work in your portfolio but this work is not dealing with sufficiently challenging issues or fully utilising the power of design to communicate. Alternatively you may have studied a related discipline and are interested in the intersections between graphic design and your previous area of study. Once again, you might be moving from a graphic design degree course where you have found topics of interest that you wish to explore further.

Edit your portfolio and include only the best work. Think about what is appropriate at Master's level. At this level, skills such as drawing, photography, painting, software skills, and so forth, are often integrated in finished work.

It makes less sense to divide these out into different sections in your portfolio. All the work in the portfolio should be your own, if you have collaborated with others or used someone else's imagery you should credit this accordingly.

Portfolio

The following things often appear in portfolios that we see, but this is not a fixed list or what we necessarily expect to see. We are interested in experiencing your best work in whatever format it exists.

- Finished work - such as websites, magazines, books, posters, typefaces, logos, apps, digital video also including photographs of installations and 3d designs.
- Pitch boards - three or four boards that show the thinking behind a project as well as its resolution (as often used in pitches to clients).
- Sketchbooks
- Evidence of engagement with users of design, with industry and organisations concerned with social issues.
- Writing about design or about subjects related to it.