



UNIVERSITY CAMPUS
DONCASTER

BA (Hons) Graphic Design

Portfolio Flavour



When it comes to attending a portfolio interview, preparation is everything. You should arrange your best work in such a way that it showcases your skills and allows you to speak confidently about each piece or project. Although we will spend time focusing on your creative abilities, we also want to find out more about you, your interests, and aspirations for the future. The following list will help to ensure that your interview runs smoothly and your work is well organised.

Advice to help your work flow



- 1 We accept physical or digital PDF portfolios, as well as portfolio websites. However, we are seeing fewer students present their work in physical portfolios, as digital versions are easily accessible. With the integration of more contemporary technology, digital portfolios can also include examples of website design, motion graphics, animation, and video work.
- 2 Once we have received your application, we will ask to see evidence of art and design work (ideally submitted within an A3 landscape PDF portfolio). This allows us to review and discuss your work before a formal interview, when we will display your work on a screen, but if you wish, you can also show a physical portfolio.

- 3 When considering which projects to show at your interview, we recommend selecting between 5-10 well-presented creative projects, and evidence of 2-3 essays/reports (to assess your written communication skills).
- 4 Include your strongest project at the start of your portfolio, with another in the middle, and one at the end.
- 5 Your creative projects should provide evidence of a methodical ongoing creative process - from research, and development of ideas and concepts, to the realisation of final artwork. We are looking for inventiveness and the depth of your thinking.
- 6 We will need to see evidence of sketches and their development, which should be supported by notes that explain your decision-making process.
- 7 We will assess how you applied colour, type and layout, illustration, and/or photography, to your work.
- 8 Ensure that each project is clearly labelled with a heading, and include a short description (around 100 words).
- 9 We want to gain a good idea of your computer software skills, so you should also include digital artwork pieces and/or project examples.



