



**DE MONTFORT  
UNIVERSITY  
LEICESTER**



**FASHION  
COMMUNICATION  
AND STYLING  
BA (HONS)**

**PORTFOLIO  
ADVICE**

**TEF Gold** Teaching  
Excellence  
Framework

# WHY DO WE ASK FOR A PORTFOLIO?

At DMU we have put everything in place to help you build the skills and confidence you need to succeed in the world. We ask to look at a portfolio as part of our selection process to give us an idea of your skills, help us understand if you will enjoy studying with us and to make sure you are choosing the right course for you.

A good portfolio should contain quality work: it's not about quantity. Be selective about what to include and avoid repetition, we recommended 15 to 25 pieces. Ensure that your work is clearly laid out and easy to look through.

We receive and view a variety of portfolios, and whether you are currently involved in creative studies or not, we will look for the potential in your work so please respond to the advice in this guide as best you can.

## WHAT ARE WE LOOKING FOR?

- A passion for the subject and your knowledge of the broader context of fashion, photography and styling. Who or what inspires you as a creative fashion stylist and/or communicator?
- Visually show us the fashion related publications you read, websites or fashion blogs you visit, your cultural interests in film, music, architecture, dance, travel, sports and so on
- Drawing skills – in the broadest sense
- How you research, generate and develop your ideas
- Awareness and knowledge of photography, video, digital and social platforms
- Good illustration skills for the subject area of fashion
- Your potential to learn and have ambitions for your own future, along with showing your creativity and imagination



# WHAT SHOULD A PORTFOLIO CONTAIN?

## DRAWING

- Your digital portfolio needs to demonstrate a good level of drawing for fashion through use of different media and styles
- Show your drawing ability through sketch work relevant to fashion and textiles, including still life, life drawing, and initial fashion design and fashion styling sketches
- The use of Photoshop, Illustrator or CAD for illustration, technical elements and general presentation can be used


## SKETCHBOOKS

- Sketchbooks reveal how you utilise imagery and build a concept to develop ideas through experimentation. They will show us how you approach a project, as well as evidence of the subject matter that inspires you
- You should include primary and secondary research source material, such as exhibition visits, study trips abroad, artists' inspiration and own interests
- Include some scans or photographs of your sketchbooks that demonstrate visual references to contemporary fashion brands, designers, photographers and illustrators that show your interests in the wider issues of fashion design

## PROJECTS

- We want to see how you develop an idea and how you research and respond to a project brief
- Show evidence of a project in your portfolio that demonstrates creativity, a deep involvement in your work and the communication of your conclusion or final idea
- This could be any art or design project (either as part of your course or an independent project)
- Idea generation can be demonstrated through sketching, model making, photographic experimentation and final ideas can be shown through a photoshoot and/or illustration work
- Include personally generated work: it shows you can work independently without being driven by a brief or a deadline





Design by Allarna Webb,  
Fashion Design BA (Hons) graduate

## HOW TO PHOTOGRAPH AND DIGITISE YOUR WORK

- Take the highest quality images you can of your work, most smart phone cameras will have a high enough resolution
- Good lighting is really important, try to photograph your work in front of a window to provide bright natural lighting without shadows or distorted colours. The flash on your phone may be too bright!
- Make sure any photographs of your work are taken at the best angle to showcase all aspects of it – decide if landscape or portrait is best for the image so there is no wasted space in your photograph
- It's best to place your work against a plain background when photographing it so that it's easy to see and there is nothing distracting from the work
- When scanning your work make sure you choose a high-quality resolution and large file size to ensure it is not compressed or distorted
- Make sure it's clear what your work is and some of the techniques used to create it. You won't be able to talk to us in person about your work so you may want to include a short 10-20 word description of each piece
- Rather than directing us to your website or Instagram account, please include the pieces that you would like us to see within your digital portfolio

## SIZE AND FORMAT

- Please submit your digital portfolio as a multi-page single PDF file
- Files need to be compressed or zipped and not exceed 1GB in size and submitted via [www.mailbigfile.com/dmuac](http://www.mailbigfile.com/dmuac)
- For moving images such as animation or video please use .mp4, .MOV or .AVI format
- All work needs to be saved in one folder and labelled with your name, student reference number and the name of the course you have applied for

Front cover design by Heather Bowmer, Fashion Design BA (Hons), graduate

## CONTACT

If you require further information about your portfolio submission, contact our Admissions Team who will be happy to support.

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