

FASHION DESIGN BA (HONS)

**PORTFOLIO
ADVICE**

WHITE STRIPE



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 textiles and materials for fashion. Who or what inspires you in in the field of art and design, particularly in textiles, surface and/or colour
- Enthusiasm for making and your interest in contemporary design
- Drawing skills – in the broadest sense
- How you generate and develop your ideas
- Your experimental approach to handling and developing materials and textiles
- 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 fashion drawing in a broad sense
- Show your drawing ability through relevant still life, life drawing and initial design sketches. Include colour work where you can
- The use of Photoshop, Illustrator or CAD for illustration and technical elements and general presentation can be used

SKETCHBOOKS

- Sketchbooks reveal how you utilise imagery and 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 visual references to contemporary artists and designers, and references to contemporary and historical practices to that show your interests in textile for fashion in the widest sense

MAKING

- Evidence that you enjoy designing using materials. We want to see 2D to 3D design development and experimentation with materials. Include two to three examples
- Photographs of your 3D work, maquette, models and finished designs is helpful to see

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 your conclusion or final idea
- This could be any art or design project, either as part of your course or an independent project Include your personal work, it shows you can work independently, without being driven by a brief or a deadline





Design by Katie-Anne Cornock,
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**
- 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

CONTACT

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

Admissions Team

T: +44 (0)116 207 8443



07970 655 800

E: admissions@dmu.ac.uk

De Montfort University
The Gateway
Leicester
LE1 9BH
UK



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