

Portfolio Preparation

“What do I include in my portfolio?”

When you're applying for a degree in any area of Art and Design we will want to see a portfolio of your recent work to help us assess your suitability for the degree you have applied for.

Here is some advice to help you make the best use of this opportunity.



What is a Portfolio?



- A collection of 20-30 pieces of recent work
- Made up of different media - including illustration, photography, design, print, sketch books and more
- Created over a period of no more than 2 years
- Showing your development as you progress through your studies as an artist

Why is a portfolio so important?



- It reflects your thinking as an artist and designer
 - It shows your interests through the subjects you choose and materials you use
 - It shows how you see the world and how you interpret it
 - It is NOT a reflection of your teacher's ideas!
- It shows what YOU have chosen to represent and how

How will my portfolio be assessed?



The university assessor will be looking at:

- The level of your current work
- How you have developed in recent years
- How you analyse your own work
- Your technical talent
- That added 'spark'



Important tips – 1. Edit



- Carefully consider all your work and edit it to show the very best.
- Listen to the advice of the tutors you are working with and use it.
- If you also have personally generated work that you feel communicates your aesthetic well, include that too.
- Start and end with your strongest work.

Important tips – 2. Presentation

- You work should be well presented, for example, mounted on clean card and/or in sleeves in your portfolio case.
- Images that are artistically ‘messy’ can be exciting but should still be shown in a professional manner.
- Scruffy, dog- eared pages look as though you have no pride in what you have produced.

Important tips – 3. Sketch books

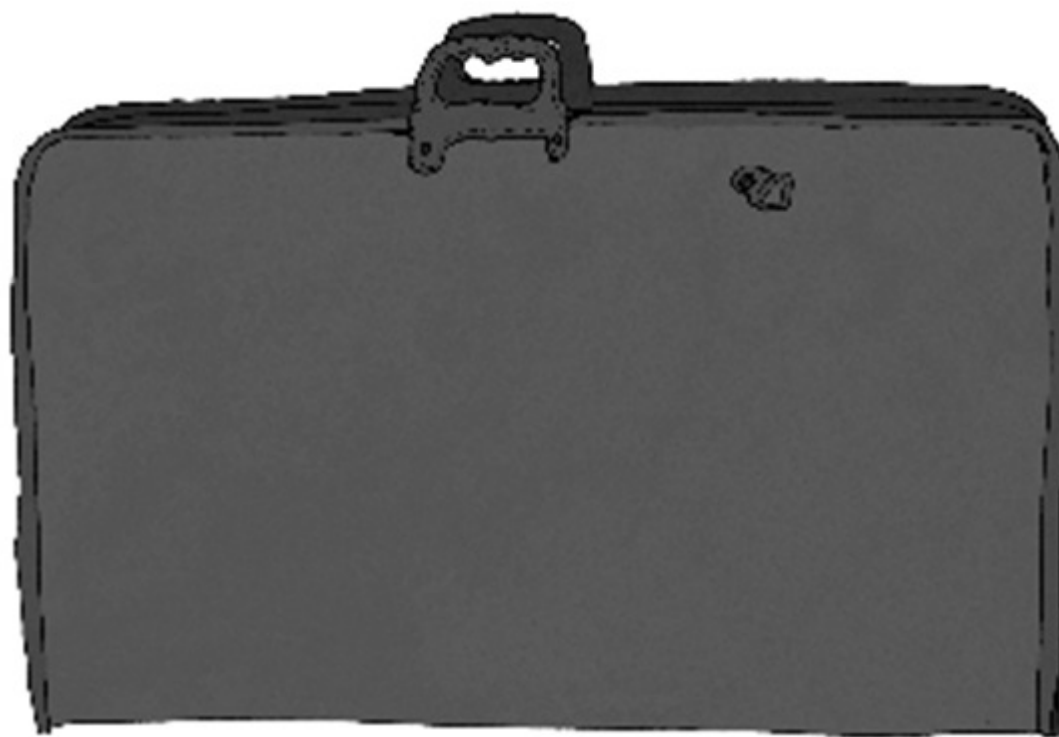


- It's important to bring some of these to your interview.
- This is where we can see the research and analysis you have done before arriving at the final outcomes we see in your portfolio.
- These books will contain collected and self-generated image and text related to your projects.

Important tips – 4. Size



- You may want to include garments, artefacts or models that you have made.
- They are difficult to transport – good photographs of this type of work will look more professional.
- We want to see lots of work, but not more than you can carry!



What will help me to prepare?



- Keep a sketchbook / “artist’s diary”
- Draw from life
- Record your thoughts or things of interest
- Sketch your impressions
- Carry your sketchbook with you wherever you go!

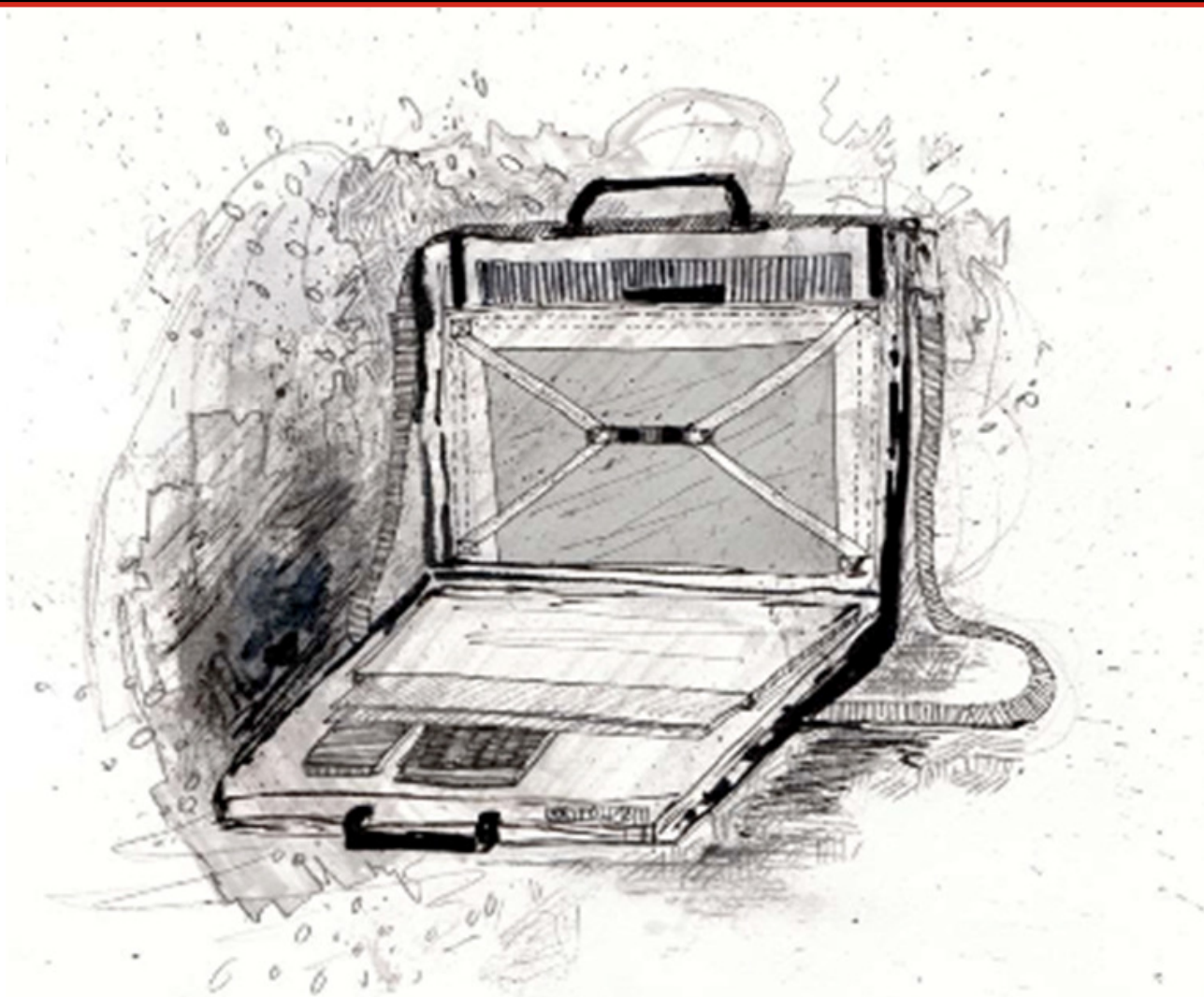
What do I include?



- At least 20-25 pieces of your work
- Short, clear explanations (optional)
- At least 2/3 different media
- Work done over at least 2 years
- Copy of your application form/UCAS
- Detailed personal statement

How do I show my portfolio?

- You will be given an appointment for a portfolio assessment and personal interview.
- Come prepared to discuss your work at length and to take your assessor through your portfolio.
- Expect to discuss your own perceptions of your work, the things that influence you and your development.
- NB - If you're an international student you will be required to send your portfolio on CD or present via a website as an alternative to an interview.



Portfolio course specific information: Communication Arts



If requested for interview, the panel will consist of tutors from the programme you are applying for. The interview will last approximately 20 minutes.

BA Hons Photography

You should be prepared to be available for 1½ hours. You should bring to the interview a full portfolio of work (recommended to be between 15 and 25 images), sketchbooks, together with an example of your written work to support your application (i.e an essay). An understanding of Photography and why you have chosen it as your specialist subject area is important.

BA Hons Graphic Design

You should allow about one hour for the whole interview process. You should bring a full portfolio of work to the interview. This should include between 10 and 20 pieces of work that represent your art and design skills and experience, together with sketchbooks and an example of your written work to support your application (i.e. an essay). An understanding of Graphic Design and why you have chosen it as your specialist subject area is important.

BA Hons Illustration

You should bring your portfolio, with your most current work, to support your application. At Interview, a successful applicant should be able to demonstrate in their portfolio an ability to draw from observation. This may be evident in sketchbooks as well as finished outcomes in the portfolio. Life drawing and objective drawing are a good indication of your ability. We are not looking for a developed illustrative style, more a broad, experimental approach to visual problem solving. An understanding of Illustration and why you have chosen it as your specialist area is important.

BA Hons Animation/3D Animation & Games

You should allow for about one hour at the university. Your portfolio should demonstrate drawing ability, so include life drawing and observational drawing. If you have any examples of animation please put them on a CD or DVD as QuickTime movies. Please feel free to bring along any 3D work such as models and puppets. Examples of character and background design are not essential, but will be appreciated. We are also very interested in your concept and script ideas as well any sound design and music you might have produced. An understanding of Animation and why you have chosen it as your specialist subject area is important.

Portfolio course specific information: Fashion



If selected for interview, the panel will normally consist of two tutors from the course you are applying for. You will be asked to submit your portfolio for assessment by the academic staff which will take approximately 45 minutes and then selected candidates will be invited to stay behind for an interview, which will take about 10 minutes. You will be required to wait your turn to be interviewed. Please allow at least 2 hours for this process.

BA Jewellery and Accessories

You should bring along a full portfolio and any backup work – sketchbooks, etc. There is no specific criteria as to what you should include in your portfolio – please show us all of the work you are proud of. We wish to make it clear that the Jewellery and Accessories Programmes do not usually recruit applicants without a Foundation qualification.

BA Hons Fashion / BA Hons Fashion, Design, Styling and Promotion / BA Fashion Textiles

Please bring along a full portfolio of art and design work and backup work – research sketchbooks, etc, to support your application. There are no specific criteria as to what you should include in your portfolio – we want you to show us all the work you are proud of. Take time to prepare yourself for the interview – try to imagine what we may ask you and have good answers ready. We allow time at the end for any questions you may have. We encourage you to attend one of our Open Days before you come for your interview so that you have a good understanding of the degree you are applying for.

Portfolio course specific information: Interiors



If requested for interview, the panel will consist of tutors from the programme you are applying for.
The interview will last approximately 20 minutes.

BA Hons Interior Architecture & Design / BA Hons Interior Architecture, Design & Practice

Before the interview there will be a short question and answer group session. This will be your opportunity to ask about the programmes and the University. Following this session your portfolio will be examined in your absence for approximately 20 minutes. The interview itself will take between 10 and 20 minutes. You should bring a portfolio which represents your art and design skills and experience, together with an example of your written work (e.g an essay) and a current photograph for your student file (please write your name and Middlesex ID number on the back). Your portfolio should include not only finished work, but also supporting work such as diagnostic sketchbooks and visual reference sources. Photographs of 3D work, together with any material which provides insight into your personal interests and activities are also helpful.

BA Hons Design, Interior and Applied Arts

The interview panel will normally consist of one tutor and will last approximately 20 minutes. You will be in a small group and you should allow a couple of hours at the university. However, you will be interviewed individually in a friendly and relaxed manner. You should bring to the interview a full portfolio of work to support your application, including sketchbooks, photographs, drawing and evidence of 3D work, together with an example of your written work e.g. an essay.

Portfolio course specific information:

Fine Art



BA Hons Fine Art

The interview will be with members of the Fine Art staff. Your portfolio will be looked at with you present and will take approximately 30 minutes. You should be prepared to be available for 1½ hours. Your portfolio should be an appropriate representative selection of relevant work that shows your practice interests and supports your application. Notebooks and/or sketchbooks that demonstrate your research processes are useful, and examples of written work are essential. We will have a facility to look at video work, but please be mindful that the interview must not overrun the 30 minutes.

More information



General:

www.mdx.ac.uk

Undergraduate:

www.mdx.ac.uk/courses/undergraduate/art_design

Contact us:

<http://www.mdx.ac.uk/aboutus/contact>

All portfolio illustrations by Middlesex University 1st year BA Illustration students