

Preparation of your portfolio:

What to include?

5-10 pieces of work, accompanied by the roughs, sketches, swatches and other items that demonstrate your work-in-progress.

While having an original portfolio demonstrates your creative individuality, here are some suggestions.

- Go through everything you have produced. (Select the best projects + sketches)
- Make sure that what you are including covers a range of your skills.
- Include evidence of using drawing as a design and ideas development tool.
- Include a few worksheets that show how you have developed ideas. (Take photographs of the stages of a project and put these on a worksheet with some writing to show its development.)
- Make sure that writing supports demonstrates the creative decisions you have made. (Take out or cover up writing that is overly descriptive.)
- Give everything a logical order, e.g. worksheets and then relevant sketchbooks on top. (Tidy it up – no loose bits, masking tape, dog ears etc.) Print images well, include information such as: media, sizes, etc. If possible, send everything through Photoshop and touch up the images. Show different angles and close-ups of installations etc. Take pictures of work the scenario you would like it to be seen in: home, outside, in an exhibition, being used – this will give an idea of how it can impact on an audience.
- Sketchbook. (If you have too many sketchbooks, consider leaving some out and putting the best parts on a worksheet instead.)

Assessment Criteria

- 1- Ability to apply practical skills.
- 2- Ability to apply analytical and conceptual skills.
- 3- Ability to communicate about your work and to put it into context.
- 4- Ability to demonstrate an interest in Design and the Specialist area applied for.

1. Ability to apply practical skills.

Your practical skills and how you explore and use different media and materials. *This could be demonstrated in a variety of ways including drawing / painting (analytical / abstract), 2D/3D work, photography / CAD etc.*

2. Ability to apply analytical and conceptual skills

Concepts and ideas behind your work and how they progress and develop; from the initial starting point (source of inspiration through) to a finished piece of work. *This could be evidenced by uploading photographs of sketchbook pages / notebooks, preparatory sketches and final pieces, development work and finished pieces. In order to show the development of ideas throughout a project you may wish to show several drawings/pieces of work together within one image/page.*

Show development work i.e. sketchbook pages or development sheets. These should be mainly made up of your own work, we do not want to see lots of secondary source material (magazine cut outs, print outs from the internet, photocopies from books).

3. Ability to communicate about your work and to put it into context.

How you communicate about your work, the projects it resulted from and the ideas and sources of inspiration behind it. *Use your Supporting Text to tell us about the pieces of work and what inspired you, how your ideas develop throughout the project and elements of the project you consider to be the most successful.*

4. Ability to demonstrate an interest in Graphic Design, Visual Communication...

Communicate your interest in Design; *historical or contemporary artists/designers that you are looking at or are inspired by or exhibitions you have visited. (Illustration, Typography, photography, editorial design...)* You can explain what or who has motivated or inspired you to apply for the Graphic Communication award.