

BA (Hons) Graphic Design

Portfolio Guidance

What is a portfolio?

A portfolio is a collection of your creative work that introduces you and explains your interests and skills. It should provide evidence of an interest in graphic design, ideally we are looking for between 10-15 pages, enough to see your strengths and ability, but not everything you have ever produced! You are asked to submit an online portfolio which can be presented in a single PDF format or hosted on an online platform. It should include a variety of visual work made up of projects that you have undertaken at college, school or independently.

What we look for in your portfolio:

- Examples of projects – include development work such as early sketches and ideas as well as final pieces. Tutors use your portfolio to assess your potential to succeed in your area of interest. They aren't looking for highly finished and polished results but are most interested to see how you set about solving problems or handling a project. Experimental work is very welcome (even if the experiment hasn't entirely succeeded!) because it shows how you think creatively and take risks.
- Sketchbooks or photos of sketchbook pages – Show us how you document your creative work and processes
- Your portfolio can cover a range of subjects such as; Observational drawing, life drawing, printmaking, digital work, 3D work, photography, typography etc the list is endless but what is important is that you only include work that you think represents you and what you like to do.
- Try to include at least one piece of work that evidences conceptual thinking. This can be any piece of work that shows what your response to a brief was (what was your idea)
- Personal work - Impress us with examples of your creative work that show the breadth of your interests and inspirations

Our final bit of advice is to not overthink it, just be yourself and show us what you like to do.

If you do have any questions then please feel free to contact me:

Claire Lewis

Programme Leader BA Graphic Design

c.x.lewis@mdx.ac.uk