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PORTFOLIO BASED APPLICATIONS

CREATIVE PROGRESSION AND PORTFOLIO GUIDANCE

- AN INTRODUCTION TO THE VARIOUS ROUTES A CREATIVE STUDENT CAN TAKE
- AN INTRODUCTION TO THE CREATIVE APPLICATION PROCESS
- OVERVIEW OF HOW TO APPROACH DEVELOPING A PORTFOLIO
 - TIPS ON WHAT TO INCLUDE

Various routes whereby a portfolio is needed

Further Education

- HND and HNCs
- Foundation Diploma in Art and Design:
 - Local college
 - College in another area
 - some universities

SWCHS portfolio based courses:

- A level Art and Design
- A level Art and Textiles
- A level Photography
- CTEC Diploma in Art and Design
- A level Media
- A level Film

Apprenticeships:

- www.notgoingtouni.co.uk
- www.gov.uk/apply-apprenticeship
- Unifrog.org
- More info via career appointment

Higher Education:

- Local college
- College in another area
- Universities

What is application portfolio?

In addition to meeting academic requirements (UCAS reference grades), Personal Statement and References, creative courses typically require a practical portfolio as part of the application process

The University of the Arts London gives the following definition of an application portfolio:

- ▶ *A portfolio is a collection of your work, which shows how your skills and ideas have developed over a period of time. It demonstrates your creativity, personality, abilities and commitment, and helps us to evaluate your potential.*

<https://www.studentartguide.com/articles/how-to-make-an-art-portfolio-for-college-or-university>

Purpose of a portfolio

It's to show centres:

- ▶ potential
- ▶ suitability for the course
- ▶ capabilities and skills
- ▶ creative interests
- ▶ **And most importantly, to assess whether students have the **under-pinning skills** to fulfil the demands of the course**
- ▶ **This is why entry requirements can be low. It doesn't mean they don't expect high quality work**

*Thank you to DeMontfort University, Leicester. Some of the portfolio advice comes from a PP put together by them to support art student applications

What should it show?

What do colleges and universities look for in a portfolio?

- ▶ Idea generation
- ▶ Idea development
- ▶ Genuine interest in the subject
- ▶ Creativity and experimentation
- ▶ traditional drawing skills

- ▶ Most importantly they are looking for **passion and focus** about the subject students are interested in studying

Some courses might require:

- ▶ experience using computers and software
- ▶ examples of written work to support your design process

What format will it take?

Most times it will be digital. It could be a:

- ▶ PowerPoint with photos of work and annotation
- ▶ Wix page or other website platform to display a portfolio
- ▶ Film of sketchbook pages
- ▶ Face to face interview so original artwork – this is very unusual practise now
- ▶ Each course will have its own requirements and guidance so students should check criteria of each university/course

Traditional Drawing and Image-making



Sketchbooks full of experimental ideas and development



How to construct a portfolio

- ▶ **Quality over quantity**
- ▶ **Work should be laid out clearly**
- ▶ **Logical progression of ideas**
- ▶ **Show work in progress as well as finished pieces**
- ▶ **Include a range of subjects and media ie 2D, 3D, printmaking, photography, especially observational drawing regardless of course**
- ▶ **Sketchbook and sheets in portfolio**
- ▶ **Courses will have specific requirements – read guidance sheets carefully**
- ▶ **Look as if work has been selective**
- ▶ **A representative selection of experience**
- ▶ **Relevant work**
- ▶ **Range of abilities**
- ▶ **First and last impression**
- ▶ **Rough work and sketchbooks**
- ▶ **Quantity of work that reflects quantity of creative subjects studied/achieved**
- ▶ **Spend time presenting coursework neatly and creatively**

Be aware of the different styles, techniques and tools that are applicable to each subject –courses vary a lot!

DO THE RESEARCH!

Some courses require written work in support of idea generation

Fine Art traditional painting skills



Fine Art exploring different media

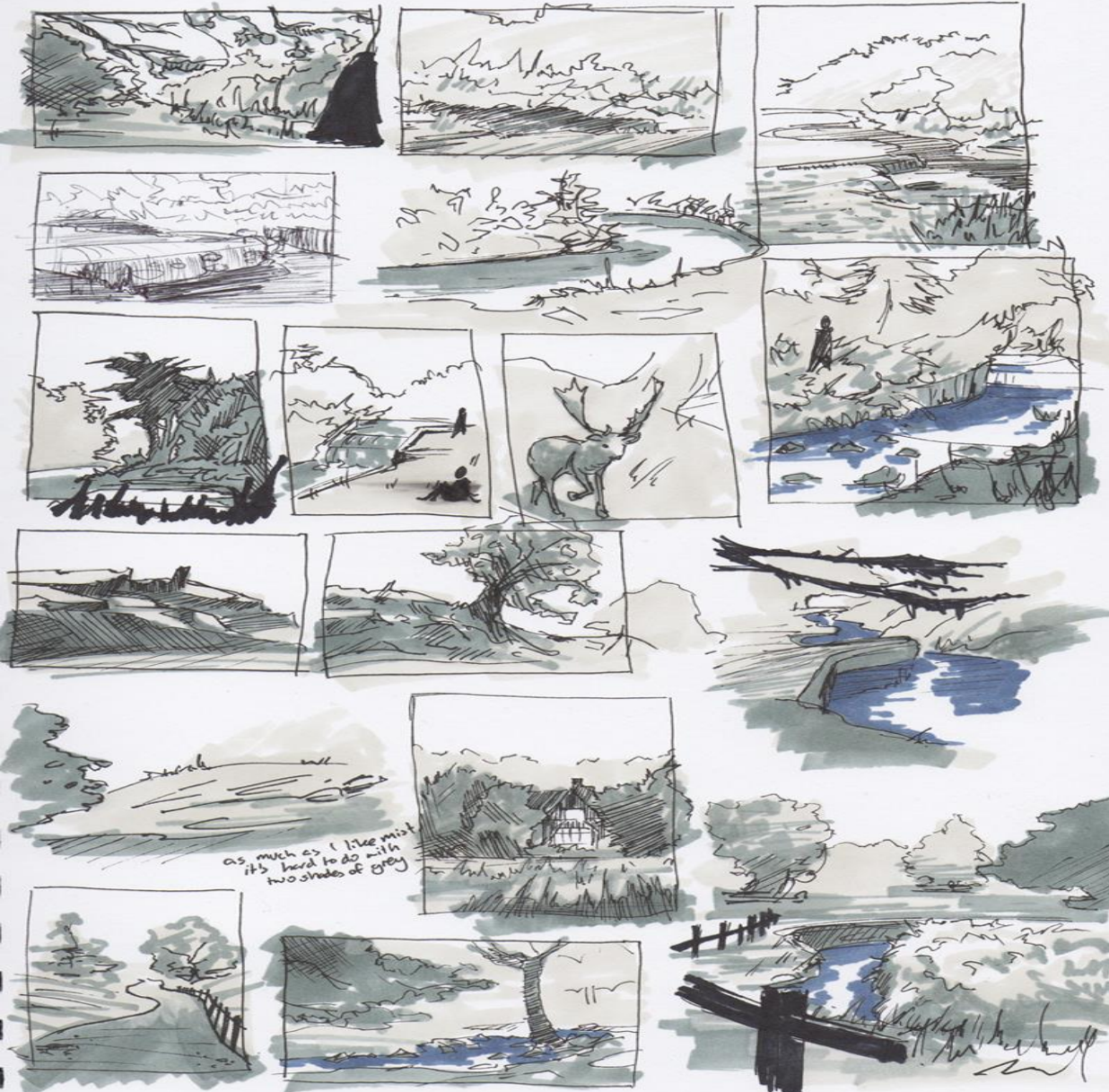


Fashion illustration

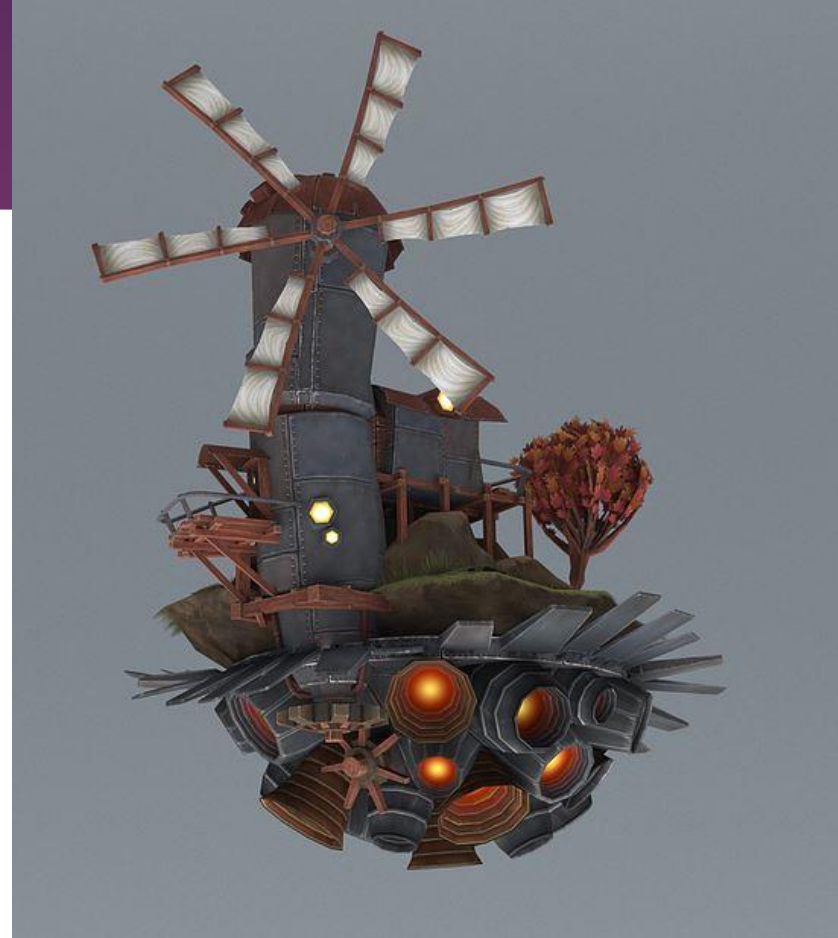
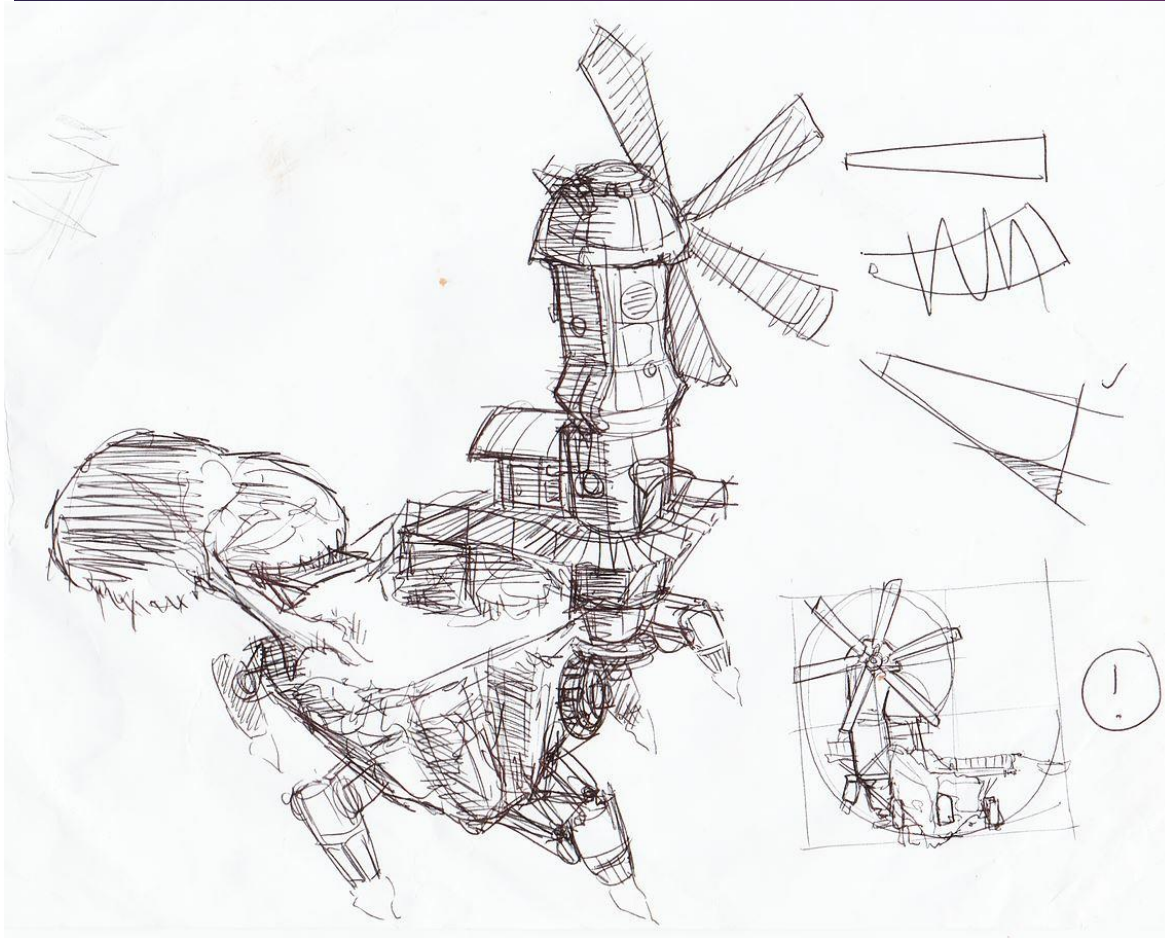
AN IRIDESCENT MEMORY



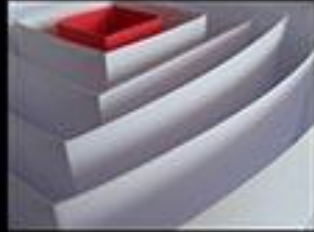
Game Art life drawing



Game Art 2D drawing to 3D model



Interior Design 3D



from a flat square, I decided to cut it into smaller square-shaped frames and put them inside horizontally or vertically.

We then got a spectacular paper solid. If put with the light, it gives unbelievable shadows. It can be interactive as well.

The frames are put together in rows and can be easily turned over.

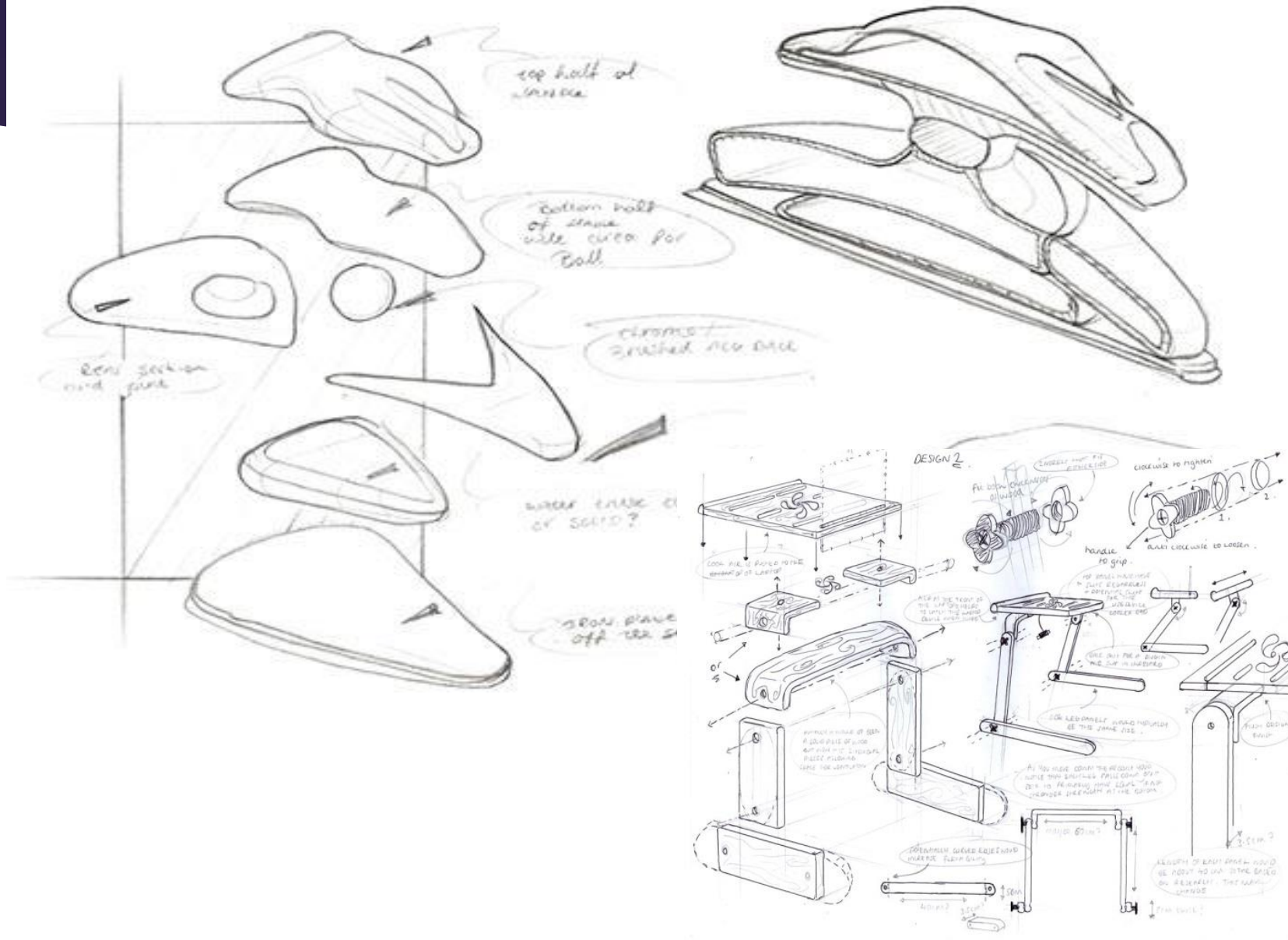


SPATIAL SQUARE

sculpture paper project 2010



Product Design technical drawing



Getting it right

- ▶ Not another chance to make a first impression
- ▶ Use subject tutor when putting portfolio together – get advice on the work to select and share any info sent from universities on the portfolio/interview criteria
- ▶ A well-ordered portfolio will show candidate in the best light
- ▶ A portfolio visually communicates ideas
- ▶ An opportunity to show creative ideas and skill
- ▶ Most times it is the quality of work that secures a place. Some students receive unconditional offers!

In relation to each application, students should keep a record of...

- ▶ **Open Day times**
- ▶ **Application and Portfolio due date/s.**
- ▶ **Size and format of work required**
- ▶ **Whether only finished pieces are expected, or whether sketchbooks, development and process work are also welcome**
- ▶ **Whether submissions are digital, hardcopy reproductions or original artwork.**
- ▶ **Labelling and presentation requirements.**
- ▶ **Whether supplementary material is needed**
- ▶ **Requirements about what to draw / what to include**

What could a student do now?

- ▶ Research courses using unifrog then visit university websites
- ▶ Look at examples of portfolios for courses/specialisms they are interested in
- ▶ Start taking high quality photos of completed work and sketchbook pages
- ▶ Look at portfolio requirements of particular courses
- ▶ Plan how to address portfolio requirements if current course does not provide opportunity of evidence
- ▶ Consider super curricular – work experience, online courses, personalised projects and journals, gallery and museum visits etc (add to PS)
- ▶ Produce direct observational drawings and opportunities
- ▶ Look at university summer courses – some are free
- ▶ Museum and galleries often offer online art and design courses



Foundation Diploma in Art & Design

- ▶ Was the traditional route for Art students
- ▶ Not necessarily for students that don't get grades needed for uni
- ▶ Offers students the opportunity to explore a range of disciplines before deciding on their specialism for university
- ▶ UCAS Tariff points available from studying the qualification
- ▶ CRC and Long Road both offer Foundation courses
- ▶ We have a high success rate of students gaining places on foundation courses
- ▶ Students normally apply direct although some national courses are applied through UCAS
- ▶ As many applications as a student wishes to make
- ▶ Students could apply to both university courses and Foundation courses
- ▶ A range of foundation courses are available across the country (although no financial support is available for living away from home)
- ▶ No fees if studied at local college/centre (and some other colleges – see websites to check this)

Application process for foundation

- ▶ Visit open days to understand course structure and facilities
- ▶ Application process is normally open in the Autumn term (can be made as late as the summer term, although available places may be limited)
- ▶ Applications made direct
- ▶ Application through UCAS follow the same deadlines as all other UCAS applications
- ▶ Make as many applications as a student wishes outside of ucas
- ▶ Students will be invited for an interview where they will take their portfolio

Degree courses

There are hundreds of courses, from broad to specific courses. Here are some examples.

- ▶ Animation
- ▶ Architecture
- ▶ Design Crafts
- ▶ Design Products
- ▶ Digital Art
- ▶ Fine Art
- ▶ Game Art
- ▶ Graphic Design
- ▶ Film making / production
- ▶ Interior Design
- ▶ Photography and Video
- ▶ Product Design
- ▶ Fashion Design
- ▶ Footwear Design
- ▶ Textile Design
- ▶ Theatre Design
- ▶ Art conservation

Application process for UCAS

- ▶ Visit open days to understand course structure and facilities
- ▶ UCAS application process begins in the summer term of year 12
- ▶ Make up to 5 course choices
- ▶ Applications are sent off in term 1B
- ▶ Students should avoid sending UCAS application too early to ensure they have suitable work for their portfolio (not before Oct half term)
- ▶ Students will probably be invited to submit an online portfolio
- ▶ Students may also be invited for an interview and will need to present a portfolio

Research...

- ▶ Visit the websites of courses of interest for further advice on the specific portfolio guidance.
- ▶ Visit university websites to view end of year show to understand the type of work completed on the course
- ▶ Students should visit universities and courses open days

- ▶ Thank you for listening.
- ▶ If you would like to contact me then feel free to e-mail me nmacro@swchs.net