



COURSE SPECIFIC GUIDANCE BA (HONS) GRAPHIC DESIGN (FOR APPLICANTS SELECTED FOR INTERVIEW)

BA (HONS) GRAPHIC DESIGN

Criteria

Good use of image making, type and visual research skills to inform design development work.

The ability to generate and develop a range of creative ideas in response to design briefs.

Skill and inventiveness in the use of a variety of media and techniques appropriate to graphic design.

An awareness of the concerns, trends, and contexts of contemporary graphic design practice.

An active interest in the subject and ambition to succeed.

This is identified from one or more of the following:

- Portfolio
- Sketchbooks
- Design sheets
- Samples of work

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- Personal statement
- Interview

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PORTFOLIO REQUIREMENTS

A well presented portfolio says a lot about an applicant and their work. Our guidance is not meant to limit your creative statement. In general terms however we would expect the following;

- Examples of visual investigation through a range of appropriate media
- Examples of design/idea development
- Sketchbooks, notebooks and design sheets.
- Examples of work which demonstrates an involvement in the use of type and image in relation to visual research
- Critical diary, notebook, essay etc.

At this stage in your career we would much rather see experimental and innovative image making and design developmental work rather than necessarily all finished work showing a final solution.

We would like to see a personal, selective and well-presented portfolio that demonstrates an informed interest in graphic design.

We do not need to see all the work you have produced - around 10-15 samples in your main portfolio would be ideal - supported by notebooks/sketchbooks and design sheets, where appropriate.

WHAT HAPPENS ON THE DAY OF THE INTERVIEW

When you arrive at reception you will be met by a member of the course team who will take you to the studio where you will leave your portfolio.

You will be shown around the department and have the opportunity to ask questions. You will then be given a brief exercise (it is not a test) that you can do in the library or café.

Whilst you have been doing this the course staff will have been looking at your work. You will then have a 15 minute individual interview with two members of staff with your work. Since we book in several students in one half day session, you should be prepared to be in the College for up to three hours.

If you have had to travel long distances and have a train pre-booked, please let us know in advance and we will try to arrange the timing of your interview so you can get away in time.