



COURSE SPECIFIC GUIDANCE BA (HONS) VISUAL COMMUNICATION (FOR APPLICANTS SELECTED FOR INTERVIEW)

BA (HONS) VISUAL COMMUNICATION

Criteria	This is identified from one or more of the following:
Good use of drawing and visual research skills.	• Samples of work
The ability to generate and develop a range of creative ideas in response to briefs. Some understanding of 'audience' evidenced through the candidate's work and an interest in producing visuals for specific users.	• Samples of work
Skill and inventiveness in the use of a variety of media and techniques.	• Samples of work
A good understanding and use of visual and verbal language.	• Samples of work • Interview
An interest in working on real projects which engage with social/community issues.	• Samples of work • And/or interview

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.

- Examples of drawings
- Examples of design/idea development
- Sketchbooks/notebooks
- Critical diary, notebook, essay etc.

We do not need to see all the work you have produced – around 15-20 samples in your main portfolio would be ideal. In general terms however we regard the portfolio as a means to discuss with you your ideas and where you see yourself going. Be prepared to talk about yourself.

WHAT HAPPENS ON THE DAY OF THE INTERVIEW

When you arrive at reception you will be met by a student from the course who will take you to the studio where you will be asked to lay out your work.

You will be shown around the department and have the opportunity to ask questions. We will explain the interview process and give you a copy of our year book. You will then be given a brief written exercise (it is not a test) that you can do in our studio.

Whilst you have been doing this the course staff will have been looking at your work. You will then have a 15 minute personal interview with two members of staff and one of our current students with your work. Since we interview 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.