

# Bachelor of Design Additional Requirements

**You must complete this in addition to the Admission and Enrolment form. Your application will not be processed until you have submitted the Admission and Enrolment form and all additional requirements.**

## Personal details

Family name

First names

Date of birth

Which Bachelor of Design specialisation are you applying to?

- Applied Visual Arts  Photography  Motion Design  Visual Communication Design  Fashion Technology & Design

## Written statement (please provide as separate pdf attachments)

Please answer the three questions below in your own words, writing 100–200 words for each question. We would like to learn something about how you think, how you express your ideas, and what your goals are. Please bear in mind that we are interested both in the content of your answers, and how you express yourself in writing. In other words, it's not just what you have to say, but also how you say it.

### Applicants for Bachelor of Design (all specialisations except Fashion)

- 1 Please describe the theme(s) of one of the works from your portfolio (make sure we know which one it is). What are the ideas you wanted to express in the work, and how well did you achieve this?
- 2 Please tell us about your working process which produced this work. How did you arrive at the outcome you have included in your application portfolio, and is there anything you would now do differently?
- 3 Why do you want to study with us at Ara? What do you hope you might gain from this time that will help achieve your personal goals?

### Applicants for Bachelor of Design (Fashion technology and design)

- 1 Please describe one of the themes or looks from your portfolio (be clear which one you are describing). What attracted you to this theme, what was the idea behind it, and how well did you achieve this?
- 2 Please tell us about your working process which produced this portfolio. How did you assemble the themes and looks included, and is there anything you would now do differently?
- 3 Why do you want to study with us at Ara? What do you hope you might gain from this time that will help achieve your personal goals – and what are those goals?

## Check list

Please ensure that you have included all of the following documents with this audition form:

- Completed Admission and Enrolment form  Portfolio  
 Verified copy of your identity  Written statement

## Declaration

I hereby declare the information I have provided in support of this application is true and correct.

Signed:

Date:

### PLEASE SEND WITH YOUR APPLICATION TO:

Admissions & Enrolments  
Ara Institute of Canterbury  
PO Box 540  
Christchurch 8140

### Or hand deliver to:

Ara, City Campus, Madras Street, Christchurch

# Design Additional Requirements Portfolio Information

Programme code: **CH3756**

Programme name: **Bachelor of Design**

**You must complete this in addition to the Admission and Enrolment form. Your application will not be processed until you have submitted the Admission and Enrolment form and all additional requirements.**

## Applying for the Bachelor of Design

Applications for the BDes usually begin in September, and we usually accept applicants through until late January of the year in which you intend to begin study. It is best to apply as early as you can, before we begin to fill our intake quota, though often applicants may be delayed by the need to complete NCEA work.

Don't forget to photograph any NCEA portfolio work before you hand this in.

Once we have assessed your written statement and portfolio, we may accept you directly; or if we would like to know more about you, we may ask you to come in for a short interview. These interviews generally cover similar topics to the written statement, and we always welcome family members or other supporters to these informal talks.

In any case, you'll be directly contacted with the outcome as soon as we have evaluated your application. In most cases, our decision will still be conditional on the outcome of your Level 3 NCEA if you do not have those results yet.

## About the portfolio

We prefer your portfolio of visual work to be submitted as 15cm x 10cm (6x4 inch) photographic prints, NOT original work. If you are preparing a standard bursary portfolio, or if you are preparing a portfolio of work specifically for application to our degree programme, you must photograph the original work.

We will also accept digital portfolios on CD or USB sticks but note that these will be non returnable. If submitting work digitally, you must also provide a document that outlines each image/ piece of work in line with the portfolio specifications.

If you are taking your own photographs, make sure that you photograph in natural daylight but not direct sunlight. Do not use a flash or photograph in artificial light. Photograph 2D work front-on with the camera parallel to the image and make sure it is in focus. 3D work can be shown from a variety of different angles. Get help to ensure the cleanest, most faithful reproduction of your original design/art work.

There is a maximum of 16 photographs per application. Please present these in a folder as detailed below.

We recommend that only one piece of original work be represented within each photograph. You may include (within the 16 photographs) images of process work (workbook renderings, rough sketches, etc). A maximum of five photographs should represent process work and the rest should be of finished work. Each of your photographs must be labelled with dimensions and media on the mount.

The portfolio should show evidence of your current ability as well as your potential to develop further a range of media and subject matter.

## Portfolio requirements

Unlabelled photographs cannot be assessed.

The portfolio should show evidence of your current ability as well as your potential to develop further a range of media and subject matter and include art, graphic or design work in any media giving clear evidence of your ability to generate ideas and concepts towards a specific purpose. Drawing (process, descriptive or imaginative), composition, and technical skills will be given special consideration.

You may include examples of drawing, sculpture, graphics, mechanical drawing, illustration, three-dimensional objects, painting, digital imaging, printmaking, and any other artforms at which you may be accomplished.

Portfolio qualities which are reviewed include:

- research and concept development
- analysis and interpretation, eg workbooks
- technical competence (in any given medium)
- understanding 2D and /or 3D form
- understanding of colour /tone and line as basic design elements.

## Photography portfolios:

Please provide up to 16 images which must be printed in an A4 portfolio to a high standard. Close attention to the order and presentation of the images on the A4 pages is critical to a successful application.

Level 3 NCEA portfolios are acceptable as an alternative to the A4 portfolio. There should be a range of subjects covered in the portfolio, which might include documentary, landscape, sports, portraiture, etc. The work should give clear evidence of your ability to generate ideas and concepts towards a specific purpose.

The folio should show evidence of most of the following:

- have entry level camera skills
- to be able to explore subject matter with multiple images
- an appreciation of photography as a medium of communication
- perceptual skills showing the application of photographic design principles
- rapport with subjects
- neatness of presentation.

## Fashion portfolios:

You will be required to present a concept or look book, relating to your own personal fashion interests and aesthetic, of about 14-16 pages. This may include drawings or sketches, collaged imagery, clippings, mood boards and notes. It should include a range of found and/ or drawn material that expresses what excites you about fashion, and what your goals in the fashion industry might be.

If you have made any garments, we'd love to see drawings or photographs of these as well, but mainly we need clear evidence of your engagement with fashion. This should include clothes, hair, makeup and accessories; and should be presented so we can understand what kind of fashion field you aspire to be a part of.

