

# Design Additional Requirements Portfolio Information

Programme code: **CH3756**

Programme name: **Bachelor of Design**

## Applying for the Bachelor of Design

Applications for the BDes usually begin in September, and we 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 fill our intake quota. If you are preparing work for NCEA, we recommend that you photograph individual works from your panels and submit copies to us as soon as they are complete.

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. The interview is intended to confirm that there is a good match between what we offer and what you want to study. It is in both of our interests to make sure that this is the best course for you. We always welcome family members or other supporters to these informal talks.

Either way, you'll be informed of 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.

**Note: You must submit a Portfolio and the accompanying Written Submission in addition to the Admission and Enrolment form. Your application cannot be processed until you have submitted both the Admission and Enrolment forms and all additional requirements.**

## About the portfolio

We prefer your portfolio of visual work to be submitted as digital images, 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 USBs (in pdf formats) but note that these will be nonreturnable. Alternatively, if you have an on-line portfolio include the link to it in your application. However you choose to present your work to us, you must include information as to the size of the work and the media used to produce it, e.g. Image 1, 210mm x 197mm, digital illustration created in Photoshop. Unlabelled images cannot be assessed.

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/artwork. If you are photographing bursary panels take one photograph of an entire panel for context and then close ups of the individual works on the panel.

We strongly recommend that only one piece of work be represented within each photograph, as single images of several works can be very hard to assess. The exception to this is your working process. We like to see evidence of the planning and development that sits behind your finished work. You could photograph (or scan) pages from your workbook that document your idea generation and refinement of concepts for at least one of the finished works on your portfolio.

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, e.g. 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:

Submit up to 16 printed images in an A4 clear file. 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:

- 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

## Fashion portfolios:

You need 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.

## Motion Design portfolios:

The main goal of a successful Motion Design portfolio is to have all work in one location, clearly labelled, named, and easy to view. The best options are:

- a USB memory drive with labelled images and files, but note that these will be nonreturnable
- a clear file of printed scans of your drawings
- a showreel movie, 2 minutes maximum in .MP4 format. This may be online if you send us a URL location where this can be viewed.

We are very keen to see any examples of animation or video work that you may have done, as this shows us something about your ability to compose, edit and frame a story. However, as drawing is fundamental to animation, we are also very happy to consider applicants on the basis of portfolios of drawings, whether digital or traditional media.