



PORTFOLIO GUIDANCE:
BA (HONS) FASHION DESIGN: BRANDING AND ENTREPRENEURSHIP.

To support your application, you will be asked to submit an online creative/visual portfolio of work for review prior to your online interview.

Your portfolio is an opportunity to show us who you are, your creative ability and your potential. This must be a sample of your own work in Art and Design, which will include a section of work to demonstrate creative skills, including 2D visual research, design work, and photography.

It should also show evidence of how you use research, theory and the process of developing ideas and concepts. In addition a sample of written work demonstrating some understanding and awareness of the fashion industry should also be included in the portfolio. The piece will be no longer than one A4 page with images and the work must be original. We will be looking for creative thinking and a good level of English in written form.

This page provides a detailed insight into how to submit the best possible portfolio for the course you have applied for.

It is important to note that portfolios are subjective, so what you select to include and show us is entirely up to you, however if you are struggling with ideas of what to include or how to structure it, take a look at the following guidance.

SKILLS WE WOULD LIKE TO SEE:

1. Drawing and painting skills from primary source material is important—both in large and small scale.
2. Demonstrate an ability and interest in colour, texture and shape from a wide variety of work, looking at different scales, medium and subject.
3. Show how you record and develop ideas in sketchbooks.
4. Diversity—show a range of different skills—from drawing with a range of different media, to photography, collage, mixed media and digital skills of all kinds.
5. Reflect your independent identity in the work you select.
6. An understanding and love of fashion, evidenced in visits to galleries, museums, and a good knowledge of fashion designers.
7. Remember don't worry; our interviewers won't expect you to have technical skills already, as you will be learning these on the course/program.

COURSE SPECIFIC CONTENT

- Try to include around 4-5 projects, or 15-20 pieces of work.
- Include relevant work related to fashion design and or accessories, but also show us who you are as a creative practitioner. Show ideas generation, experimentation and development, and include a cross-section of ideas to evidence your creative interests.
- Show us examples of drawings; these should include fashion sketches, life-drawings and observational drawings. You can also include photos/ scans of textiles, print ideas, three-dimensional work, garments and anything else relevant to the area of creative practice.
- Photos of 3D pieces should be clear and show a sense of scale, texture, material, colour and context.
- It is important to show at least one full project from start to finish with the preparatory drawings included. Annotations are helpful as they show how you research and reflect on the development of your work.
- Include one to three final pieces that you are able to talk about. This might include garments or accessories.
- Submit scans of work from your sketchbook/s, as this will give us an understanding of how you think (through your annotations) and allow us to see the development of your drawing.
- There is no set way to order your portfolio, but we do advise that you arrange it in a methodical way that allows you to talk through it confidently. For example, you may find it useful to cluster your portfolio into projects, or put it in a chronological order, or start and finish with your best pieces.
- Even in a digital portfolio it is important to show that you have mounted your work well, ensure you take care to cut things carefully, glue things neatly and keep edges tidy as untidy work will be seen in a photograph or scan. If you are presenting your portfolio in an unusual way, keep it clean crisp, elegant.
- As our courses are delivered through an entrepreneurial lens, we also ask for evidence of written work in the portfolios too. Evidence of an essay or piece of writing that supports one or more of your projects is sufficient.

PREPARING FOR PORTFOLIO REVIEW

The final part of putting your portfolio together is to practise speaking about it, as we will ask you about your work and your interest in the course during your Online interview.

Remember, this isn't to put you on the spot; it's a dialogue to help us understand your future aspirations and how the course fits them. When preparing for your interview consider the following questions:

- Why have you chosen to apply to BA (Hons) Fashion Design: Branding and Entrepreneurship
- Who or what inspires you?
- What are your career/future aspirations?
- Why is working for yourself attractive?

SELECTION CRITERIA

The interview panel seeks to recruit students who can demonstrate:

- A current awareness of fashion for accessories in terms of material developments, new designers and fashion trends.
- A potential to achieve a high standard of technical manufacture.
- An ability to record and develop design ideas through the vehicle of drawing.
- The ability to work as a member of a team.
- The to work independently to develop your own knowledge and skills acquired on the course.
- The desire to work as freelancer or SME from the outset or and at the end of study at JCA. This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement, a strong academic or other professional reference; or a combination of these factors.

