

## Setting up your portfolio

For our Art and Design courses you will be invited to present a portfolio of your creative work in a digital format. We recognize that each of you is an individual, with different personalities, skills, interests and inspirations and this is how it should be and what we expect to see. Your portfolio allows you to identify personal skills, demonstrate your strengths, style and creative potential. It also serves as an evidence of true commitment to your chosen creative subject. We encourage enthusiasm and personal touch so feel free to present an expressive portfolio and to add a piece of work (or two), that you feel excited about but may not be necessarily relevant to the course. It's a risk you can take!

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## **Fine Art**

**We expect to see examples of your recent art work, finished works or in process, experiments with different media, idea development, observational drawings and sketchbook processes, which give us a good idea of your skills and experience in producing visual art. Your portfolio could also give us a good sense of your interests, passions and why... art.**

### **We are looking for:**

■ A strong interest in the Arts ■ Research skills and an ability to use a range of sources of information ■ Evidence of experimenting and working in a range of media and methods ■ Observational drawings ■ Technical development ■ Development of projects or coursework ■ The ability to organize and set up a portfolio which shows your personal ideas, influences and aspirations.

### **Portfolio tips:**

■ Your portfolio should be varied, with an emphasis on working processes and experimentations, including idea explorations and developments (not necessarily successful) ■ Select the most interesting parts ■ Include work that represents your character, personality and creative aspirations ■ Show connection skills

### **The portfolio may include:**

The portfolio may contain examples of coursework, paintings, drawings, sculptures, 3D creations, installations, observational or life drawings, digital and technical experiments using printing, photography, video, or 3D media and processes.

### **Written work (a maximum of 200 – 300 words)**

***It should be the last slide of your PDF presentation***

This can refer to your portfolio. A brief explanation of each project presented, of the processes and conclusions, how ideas were demonstrated and developed, artists/designers' influences and what connections have been made to lead you to final creation. You can make a small summary of your portfolio and the choices that you made.

## **Illustration**

**In your portfolio, you should show us your interests and ideas, what inspires, excites and influences you. Above all else, we want to see your drawing and image-making skills (which may include 3D work), exploration of a subject and media, your development and research methods.**

### **What we are looking for:**

■ A passion for illustration, the ability to talk about your particular interests and influences ■ A knowledge of the variety of applications of illustration ■ Research skills and idea development ■ Evidence of engagement with drawing ■ Experimentation with a variety of media, such as: 2D, 3D, screen ■ A demonstration of your approach to process and project development ■ An understanding of the wider context in which images operate ■ Capacity to select appropriate materials and apply ideas to a brief/project.

### **Top portfolio tips:**

■ Your portfolio should have 12-20 finished images i.e. illustrations, drawings, paintings, digital images or photography of 3D pieces. Do not worry if you are 'short' for whatever reason, just include what you can ■ We suggest that you organise your portfolio into sections based on particular projects or themes ■ Try to provide a careful selection of work in your portfolio, both ongoing and finished projects ■ You could bring along work produced on your current or most recent course, and personal work produced outside your curriculum since these are a reflection of your interests and passion for your subject ■ Select a range of work to demonstrate the variety of your experience, abilities and interests.

## **Sketchbooks**

It is vital that you are able to show us how ideas are generated, the development of your ideas, your depth of research, and how you resolve this towards visual outcomes. Sketchbooks should evidence the starting point of your project, right through its development to finished outcomes. Sketchbooks might also take the form of loose pages compiled into a folder and/or blog.

### **Your sketchbook may include:**

- Research into specific artists or any visual research you have undertaken
- Project and image development
- Contact Sheets of photography or digital tests
- Experimentation with techniques and media
- Images of 3D work
- Composition ideas
- Evidence of your process and project management.

## **Written work**

This can be an essay or a contextual report, which will give us some insight into how you write formally and your familiarity with key texts.

# Graphic Communication

Your portfolio is a visual diary of your creative process, which shows how your skills and ideas have developed over a period of time. When we assess a portfolio, the research and processes used to develop the work are as important as the final work itself. We are particularly interested in the most recent work, even if it is unfinished and/or extra-curricular.

## What we are looking for:

■ Creativity, research and development skills ■ Evidence of software skills – e.g. adobe design programs ■ Brand/product/packaging experimental designs ■ Awareness and evidence of multi-medium outcomes ■ A basic understanding of typography ■ Visualization and presentation skills

## Portfolio tips:

■ Your portfolio should contain 15-20 slides of a good variety that shows breadth of inspiration and skills ■ The size and form of your work can vary depending on what works best for the content ■ A selective series of projects or studies ■ Keep the presentation format uncluttered and relevant – i.e. don't include everything you've ever done. Avoid over-decorating a portfolio as this can detract from the content ■ Ideally it could have logical, visual, chronological order or narrative: start and finish with the best and strongest works ■ It might include: drawings, paintings, sketchbooks, colour studies, CAD graphics, material investigation, design development (2D and 3D), construction, design presentation sheets, videos, animation, client boards and website links.

## **Sketchbooks and 3D pieces**

Show your research and idea development sketches so we can understand how you think. Sketchbook progresses support the finished work and demonstrate your creative processes and development.

3D pieces and works that are outside of sketchbooks should be photographed and presented in the portfolio.

## **Written work (a maximum of 200 – 300 words)**

***It will be the last slide of your PDF presentation***

This can refer to your portfolio. A brief explanation of each project presented, of the processes and conclusions, how ideas were demonstrated and developed, artists/designers' influences and what connections have been made to lead you to final creation. You can make a small summary of your portfolio and the choices that you made.

## **Product Design**

**Your portfolio should demonstrate a passion for Product Design. Ideally, it should contain drawings, design projects and photographs of any 3-dimensional (3D) models that you have previously created as part of an art or design project.**

### **What we are looking for:**

■ Ability or aptitude to study Product Design at university ■ Drawing skills and evidence of an interest in 3D design ■ Ability to demonstrate your interest in Product Design by referring to a favourite designer and/or examples of products that you believe demonstrate excellent design qualities ■ If you have studied Product Design or a related subject at school or college, either at GCSE or A level, we would like to see these design projects included in your portfolio ■ If you have not studied Product Design or a related subject then we would like to see sketches, art projects, graphic design work and/or experimentation with 3D form and models.

### **Top portfolio tips:**

■ Your portfolio will be a snapshot of who you are, so what you choose to include in your portfolio depends on your previous experience, your interests and your personality ■ It will allow us to evaluate your skills and help us to more clearly describe how the course content will benefit you on your journey towards becoming a professional product designer.

## **Sketchbooks**

### **Your sketchbook may include:**

■ Examples of sketchbooks illustrating observational drawing and idea development ■ A demonstration of alternative drawing techniques using different media and colour ■ Illustrations of products that you may find around your home. If you can, disassemble a product and create an exploded view that illustrates both the external covers and the internal components ■ Examples of previous 3D or product design

projects carried out at school or college, if available ■ Examples of technology projects or demonstration models, if available ■ Examples of designs or images created using 3D computer aided design software, if available ■ As an alternative to 3D design projects, we would be very interested in seeing examples of graphic design or art projects ■ An example of a short piece of written work.

## **Interior Design**

**In your portfolio you should attempt to demonstrate your interests and ideas, what inspires, excites and influences you in the world of space, design and architecture. You could also include any relevant professional experience work and skills in writing, working/research methods. We do not expect you to demonstrate that you are an Interior Designer, but show your interest and engagement.**

### **What we are looking for:**

■ A passion for Interior Design ■ An understanding of the specifics of the subject and its relationship to the industry ■ Drawing skills ■ Evidence of engagement with creative thinking in relation to the subject ■ General interest in architecture, space, place and intervention making ■ Ability to illustrate personal ideas and aspirations on a variety of media ■ Interest in looking at issues outside the box ■ A methodical approach to project development.

### **Top portfolio tips:**

■ We encourage you to use the portfolio and/or sketchbook as a tool to express yourself and your interests and show how you think these are relevant to the profession of Interior Design ■ Your portfolio can take form in various shapes and sizes depending on the content, digital and physical formats and can include: sketchbooks, mood boards, finished projects or assignment work, finished or development of physical models, computer skills evidence, finished photography, written work, websites, blogs ■ Don't worry if you are not able to cover some of these points as we welcome students from various backgrounds.

## **Sketchbooks**

### **Your sketchbook may include:**

■ Drawn and/or written observations of spaces, elements from built environment ■ Photography of places, spaces and objects of interest ■ Creative exploration of idea illustration ■ Project/image development ■ Notes and note taking methodologies ■ Record of inspiration sources ■ Research into specific artists or any other research you have undertaken ■ Work overlays and/or traces ■ Digital sketchbook and/or blogging.

# **Fashion Design**

**This innovative program is designed for students who are driven to forge successful creative careers in the Fashion arena. We are looking for portfolios that demonstrate how you develop research and ideas in response to project briefs. They should demonstrate creativity and a lively engagement with your work.**

## **What we are looking for:**

■ A passion for the broader subject area of Fashion, and wider arts ■ Awareness of current developments in the area of Fashion and the influences you had ■ Ability to demonstrate how you generate research and ideas ■ Experimental and innovative approaches to developing projects ■ Knowledge and understanding of the broader subject area of styling, photography and digital images.

## **Portfolio tips:**

■ Your portfolio could consist of art or design based projects, and also independent work, which supports your creative passion to develop unique and innovative outcomes ■ You could include drawings, sketchbooks, photographs of any garments or products created, life drawing, work in a variety of media, personal work representing creative development and research and evidence of interest in Fashion.

## **Research**

An indication of any area that inspired you to develop work.

## **Drawings**

This could be fashion illustrations, life drawings, still life. We would like to see, how you see, and communicate in visual form. Also, drawings that communicate research and ideas should be included.

## **Design artefacts**

Please include visual examples of an item you have made.

## **Digital work**

Whilst you will be taught CAD skill across the programme, evidence of the use of Photoshop and basic image creation would be beneficial to include.

## **Written work (a maximum of 200 – 300 words)**

***It will be the last slide of your PDF presentation***

This can refer to your portfolio. A brief explanation of each project presented, of the processes and conclusions, how ideas were demonstrated and developed, artists/designers' influences and what connections have been made to lead you to final creation. You can make a small summary of your portfolio and the choices that you made.

# **Fashion Promotion and Communication**

**We are looking for portfolios that demonstrate how you develop research and ideas in response to project briefs. They should demonstrate creativity and a lively engagement with your work.**

## **What we are looking for:**

■ A passion for the broader subject area of Fashion, Lifestyle, Accessories and Beauty. ■ Awareness of current developments in the area of Fashion both design related, and also an understanding of people who influence Fashion, e.g. bloggers, stylists, photographers, artists, etc. ■ How you generate research and ideas ■ Experimental and innovative approaches to developing projects and briefs ■ Knowledge and understanding of the broader subject area of styling, journalism, photography and digital images.

## **Top portfolio tips:**

### **Research**

An indication of any recent exhibitions, or events, which you may have attended and recorded your interpretation of.

### **Photographic work**

Please include examples of photographic images you have created, this could take the form of studio projects or personal projects. We are looking for an understanding of how to compose images. This could be of models or still life images of products.

### **Written work**

Please include some recent examples of written work. Since there are lectures and seminars entailing written work, we would like to see some written tasks, essays or journals you have completed.

## **Digital work**

Whilst you will be taught CAD skill across a variety of programmes, evidence of the use of Photoshop and basic image creation would be beneficial to include. Also, drawing skills to communicate research and ideas should be included.

# Photography

**Our main interest is in your potential as a prospective student and future Photography professional. In your portfolio you should demonstrate your interests and ideas, what inspires, excites and influences you, as well as your photographic skills, experience, and working/research methods.**

## What we are looking for:

■ A passion for Photography ■ An understanding of the variety of applications of Photography ■ Research skills and idea development ■ Evidence of engagement with photographic techniques and experimentation with a variety of media ■ A methodical approach to project development ■ Knowledge relevant to the wider context in which images operate ■ Capacity to select appropriate material to illustrate personal ideas and aspirations.

## Top portfolio tips:

■ Try to provide a careful selection of work in your portfolio, both ongoing projects and finished outcomes ■ Select a range of work to demonstrate the range of your experience, abilities and interests ■ Organise your portfolio into sections based on particular projects or themes ■ Depending on your own preferences, you should bring along photographic work produced on your current or most recent course, as well as photographs produced outside your curriculum since they are a reflection of your interests. As a guideline, you could include 12-20 finished photographs and images, but do not worry if you are 'short' for whatever reason (e.g. no access to current work since it is being assessed etc.). Just bring what you can ■ It is vital to show us how ideas are generated, the development of your projects, your depth of research, and the resolution of problems towards visual outcomes. Sketchbooks should evidence the starting point of your project, right through its development to finished outcomes.

## **Your Sketchbook may include:**

■ Research into specific artists or any other research you have undertaken ■ Project/image development ■ Contact sheets ■ Techniques ■ Notes on location shoots ■ Plans for presentation ■ Mood boards ■ Evidence of project management ■ Any other material relevant to your work ■ **You could also include a piece of written work** – an essay or a contextual report, which will give us some insight into how you write formally and your familiarity with key texts.

## **Portfolio Format**

First, you will need to send a digital portfolio via email. The portfolio could be a PDF slide show, a video presenting you and your work or a blog/website link which shows your work in it. All three options are acceptable so you can choose the one that suits you best.

Some of you might be invited to attend an interview with a tutor from the field of specialization you are interested in, where you will need to bring with you your own viewing devices to present your work, as you might want to show some digital files that may not be compatible with the equipment that is available at the interview.

International applicants will also be expected to submit an electronic portfolio choosing one of the three options, and if you are invited for an interview, it can be done over Skype.

### **Format:**

**PDF or Blog/Website link or Video file, compatible to a PC and MAC computer.**

- **Number of PDF Slides: 15 – 20 slides. You can use as many images as you want on each slide, although we recommend you keep it simple and try not to make it too busy unless that's your style.**

Or

- **Video: the duration of the video should be a maximum of 2 minutes or less. In the video you can introduce yourself, show selected works and perhaps tell us the reason why you chose Freshart College and about your ambitions after you graduate. Here, you can find 2 different video examples from previous applicants.**

Or

- **Blog/Website link: If you have a blog or a website presenting your work, you can send us your link.**

**Written Work (a maximum of 200 – 300 words):**

**For the PDF:** The last slide must be the explanation of your portfolio in writing.

**For the video:** Send both, the video and the written work in one email, but as separate attachments.

**File Size: a maximum of 10mb**

**Send to: admissions@freshart.com.cy**

Don't forget to write your name and surname, the place where you live, the specialization course and the year of entry you are applying for.

**For example:** Hi, I am Natalia Tompson from Greece, this is my Portfolio for the Bachelor's Degree in Fashion Design for the 1<sup>st</sup> year of study.

## **Interview tips:**

On application you might be invited for an interview, with a member of our teaching team, where you will present and discuss your portfolio. This will give us the opportunity to meet each other, speak about your practice and to clarify any information you might need.

### **Interview tips:**

■ Have ideas and opinions ■ Practise explaining and talking through the portfolio – what, why and how – improvements and extensions ■ The tutor may ask about specific claims or experiences ■ Be prepared to discuss your influences.

■ Think about what you see yourself doing after graduation – personal ambitions ■ Differentiate yourself from the rest – talk about an art

exhibition/piece of art/advertising or branding/film/photograph/  
fashion show etc. that has particularly inspired you or gained your  
attention – be ready to explain why it is of interest ■ You will most likely  
get asked 'why this course?' or 'why our College?' ■ Do some research  
on the course content. You might have some specific questions ■ You  
can prepare any questions you have to ask the tutors.