



Faculty of Arts,
Humanities and
Social Sciences

Digital Portfolio Guidelines – September 2023 Entry

BA Hons Illustration

We are interested in pictures, words, language, stories, and problem-solving. Enthusiastic and adaptable to change, our students are supported in exploring the potential of illustration in response to the contemporary world and deepening understanding of different global audiences. We encourage our students to develop their creative voice and visual language. Illustration at Belfast School of Art spans drawing, image-making, 2D animation, motion graphics, publishing, sequential arts, letterforms, art direction, and visual storytelling for traditional and digital contexts. Thinking, idea generation, and developing work through sketches and prototyping are central to the production of final illustration work designed for multiple platforms and outcomes. We encourage research, professionalism and an international perspective. Students will develop a business strategy and self-promotion campaign.

Our hands-on approach enables students to engage with exciting illustration challenges, react to a rapidly changing creative world, and develop as sensitive and intelligent practitioners to become part of an international networked creative community. Our students will also have the opportunity to become part of Belfast School of Art's history of brilliant alumni illustrators such as Oliver Jeffers, Peter Strain, Barry Falls, Aisling Lindsay, Jacky Sheridan and many many more ... internationally recognised award-winning for their illustration work for clients including The Guardian, The New York Times, ADIDAS, Penguin, HarperCollins, Nike, Film4, The Observer, Random House, Sky, Jameson Whiskey, The Lancet, IKEA, Macmillan Books, Channel 4, The Financial Times, The Great British Bake Off, Netflix, World Wild Life Fund, The New Yorker, Harry Potter, BBC, Fox Sports, Island Records, Sony ...

Digital Portfolio Guidelines

We have criteria, which we use when assessing the portfolio of work and each criterion is graded. These are:

- **Visual investigation** – exploration in the use of colour, form, shape and/or space etc., evidence of inventiveness, creativity, imagination, willingness to experiment and push outside of comfort zones.
- **Conceptual thinking** – clearly demonstrates the development of ideas through practice e.g., sketchbooks, prototypes etc.
- **Realisation of ideas** – evidence of a range of resolved outcomes.
- **Creative selection and utilisation of materials** – drawing, painting, photography, movie images etc., to demonstrate core skills.
- **Cultural awareness** – clear evidence of knowledge of historic and contemporary practitioners within the field.

Digital Portfolio Format

Please send your digital portfolio as **one** PDF. We do not accept any other file formats or multiple attachments.

Your PDF should be no more than 20 pages e.g., 15 pages of recent project work and 5 pages of work from your sketchbook/s. If you want to include moving image or animation work, please include a sequence of still images only.

You can save most file types as a PDF – check the file-save-as options e.g., You could use PowerPoint to create a presentation of your images. Select your images, import into PowerPoint. Take some time to make sure that you are happy with the selection and order of the material and the layout of each page. You may want to vary the layout of your pages e.g., include several images on one page and one or two images on other pages etc. You do not need to include any written information in regard to the images. Once you have completed the PowerPoint presentation make sure to check the file size of your PowerPoint before you save as a PDF. (If your file size is too big the PDF may be difficult to send). To reduce the size of your file, go to the menu 'File – reduce file size – picture quality – select best for sending by email – okay'.

Then go to file - save as – enter your full name – go to the format drop down menu and select PDF and hit save.

You **must** label your PDF with your full name only e.g., Frank Smith