



**Faculty of Arts,
Humanities and
Social Sciences**

Digital Portfolio Guidelines – September 2023 Entry

BDes Hons Graphic Design

We are interested in communication, through language, lettering, typography and images – the latter may be handmade, photographic, illustrated or other. Enthusiastic and adaptable to change, our students explore the potential of graphic design in response to contemporary society, communication needs and the various, in this digital age, platforms for communication. We encourage our students to develop their individual creative voice and visual language. Graphic Design at Belfast School of Art spans a broad range of skills and arenas, including typography, advertising, branding, art-direction, image-making, motion graphics, interface design and publishing, for traditional, digital and emerging contexts.

Thinking, idea generation and developing work through research, sketches, thumbnails and prototyping are central to the production of final graphic design outcomes. We encourage professionalism, broad cultural awareness and an international perspective. Our analytical approach enables us to engage with exciting graphic design challenges, to react to a rapidly changing industry and to develop as sensitive and intelligent practitioners.

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

- **Visual investigation** – exploration in how you communicate themes, such as the use of language, images, lettering, 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., worksheets, sketchbooks etc.
- **Realisation of ideas** – evidence of a range of outcomes.
- **Creative selection and utilisation of materials** – drawing, photography or writing to demonstrate core skills.
- **Cultural awareness** – evidence of knowledge of historic and contemporary practitioners within the field.
- **The quality of organisation** – design and presentation of the portfolio.

Digital Portfolio Guidelines

- 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 sketchbooks. 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