DE MONTFORT UNIVERSITY LEICESTER

Portfolio advice

Footwear Design BA (Hons)

Why do we ask for a portfolio?

We look at portfolios as part of our selection process as some of our courses need specialist skills. Seeing your portfolio gives us an idea of your skills and helps us understand if you will enjoy studying with us and to make sure you are choosing the right course for you.

A good portfolio should contain quality work it's not about quantity. Be selective about what to include and avoid repetition, we would recommended 15 to 25 pieces. Ensure that your work is clearly laid out and easy to look through.

What are we looking for?

- A passion for the subject, an inquisitive mind and innovative thinking
- Your knowledge of footwear, fashion and product design
- Drawing skills – in the broadest sense
- How you generate and develop your ideas. Take us on a visual journey and show us the logical progression of your ideas and creative ability
- Your experimental approach to 3D work, handling and developing materials in creative combinations
- Your potential to learn and have ambitions for your own future, along with showing your creativity and imagination

What should a portfolio contain?

Drawing

- Your sketchbook(s) and portfolio need to demonstrate a good level of drawing through use of different media
- Show your drawing ability through relevant still life, life drawing, initial doodles, design sketches and sketch work relevant for footwear design
- The use of Photoshop, Illustrator, Google SketchUp or CAD for illustration and general presentation can be used

Sketchbooks

This information is for those applying to join this course in September 2018. This information is correct at the time of printing. De Montfort University reserves the right to change this information without prior notice or justification.

- Sketchbooks reveal how you utilise imagery and a concept to develop ideas through experimentation. They will show us how you approach a project, as well as evidence of the subject matter that inspires you
- You should include primary and secondary research source material, such as exhibition visits, study trips abroad, artists' inspiration and own interests
- Include visual references to contemporary artists and designers to ensure that there is a breadth to your knowledge and references to that show your interests in footwear design in the widest sense

Making

- Evidence that you enjoy designing using materials. We want to see 2D to 3D design development and experimentation with materials. Bring two to three examples
- Photographs of your 3D work, maquette, models and finished designs is helpful to see

Projects

- We want to see how you develop an idea and how you research and respond to a project brief. Show evidence of a project in your portfolio that demonstrates creativity, a deep involvement in your work and your conclusion or final idea
- Demonstrate where your ideas have come from and how they might transform through a process of research or extended sketching around your project
- Include your personal work, it shows you can work independently, without being driven by a brief or a deadline

Written work

- Please bring an essay or a recent example of writing as evidence of your writing ability
- Although this is a practice-based degree, there are elements of written work required as part of the curriculum. For example, you will be asked to compile a technical file, document lecture notes, and enter into dialogue through wikis and blogs as well as produce written essays or journalistic pieces of writing

Size and Format

<u>UK / EU applicants</u>

- Usually on paper. Can be presented electronically e.g. on a tablet for video
- Can include physical objects / 3D forms e.g. products, sculpture

<u>International applicants (living outside of the UK)</u>

- Usually one PDF
- Moving images such as animation or video, please use .mp4, .MOV or .AVI format
- All work needs to be saved in one folder and labelled with your name, student reference number and the name of the course you have applied for
- Files need to be compressed or zipped and not exceed 1GB in size
- Submitted via http://www.mailbigfile.com/dmuac or posted, see address below

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Submission

UK / EU applicants

- Once you have applied, if you meet our minimum entry requirements, you will be invited to attend a face to face interview with one of our course tutors where you will present your portfolio
- You will be sent further advice of what to expect and how to prepare for your Interview Day

International applicants (living outside of the UK)

- Once you have applied, if you meet our minimum entry requirements you will be asked to submit your portfolio electronically
- We may wish to contact you through skype or telephone to discuss your portfolio, you will be sent further advice of what to expect and how to prepare

Contact

If you require further information about your portfolio submission, contact our faculty Admissions team who will be happy to support.

Arts, Design and Humanities Admissions Team
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E: adhadmissions@dmu.ac.uk
A: De Montfort University
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Leicester LE1 9BH
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