Interaction Design BA (Hons)

Application Process 2021/22

Northumbria University
NEWCASTLE

How do I make an application?

Your application to study for an undergraduate degree at Northumbria University is in two parts:

- **UCAS* Application form**
- **Digital Portfolio & Portfolio Statement**
  (Note - Digital portfolio is 15 images
  and the Statement is 300 words)

*EU and International students can apply direct

When you apply, you will receive an email from Northumbria University confirming receipt of your application. If you are made an initial offer, you will be given instructions on uploading your Digital Portfolio. Read the instructions carefully because they will give you important information on deadlines, maximum file sizes, upload instructions etc.

The following slides will give you guidance on compiling your Digital Portfolio & Portfolio Statement. It also includes course specific details on uploading your files, what to include in the Digital Portfolio & Portfolio Statement etc.

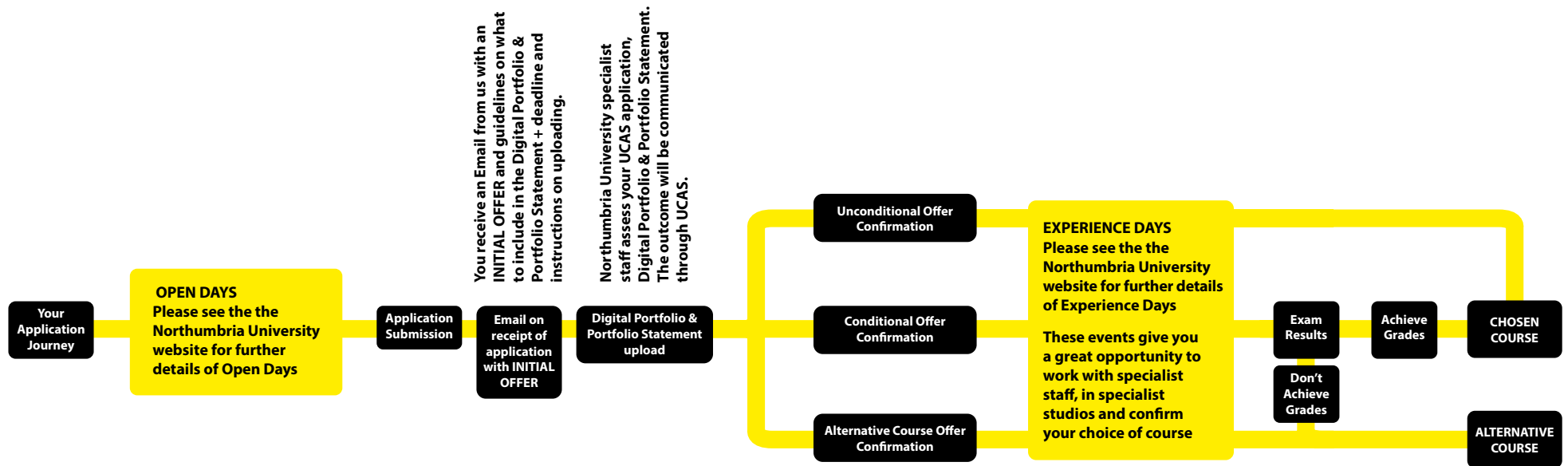**Northumbria University**
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How do I make an application?

The key milestones in the application process are as follows:

1 - Apply through UCAS

2 - Receive an initial offer

3 - On receiving an initial offer, you will be given instructions on uploading your Digital Portfolio & Portfolio Statement

4 - Northumbria University specialist staff assess your UCAS application, Digital Portfolio and Portfolio Statement

5 - The outcome will be communicated through UCAS and will be one of the following:

• **Conditional Offer**

• **Unconditional Offer**

• **Alternative course offer**

We have illustrated the Application process as an Application Journey on the following page.

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What is the application Journey?

Your Application Journey

OPEN DAYS
Please see the the Northumbria University website for further details of Open Days

Application Submission

You receive an Email from us with an INITIAL OFFER and guidelines on what to include in the Digital Portfolio & Portfolio Statement + deadline and instructions on uploading.

Email on receipt of application with INITIAL OFFER

Northumbria University specialist staff assess your UCAS application, Digital Portfolio & Portfolio Statement. The outcome will be communicated through UCAS.

Digital Portfolio & Portfolio Statement upload

Unconditional Offer Confirmation

Conditional Offer Confirmation

Alternative Course Offer Confirmation

EXPERIENCE DAYS
Please see the the Northumbria University website for further details of Experience Days

These events give you a great opportunity to work with specialist staff, in specialist studios and confirm your choice of course

Exam Results

Don't Achieve Grades

Achieve Grades

CHOSEN COURSE

ALTERNATIVE COURSE

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What should be in my Digital Portfolio?

Your digital portfolio should include evidence of your creative thinking and individuality. A portfolio for Interaction Design can typically include many types of creative work - depending upon your background and experience. This could include (but is not limited to) the following:

• Sketches and drawings (digital or hand-drawn)
• Graphic Design work – e.g. logo design, branding, typography etc.
• Interface Designs for apps or screens
• Magazine or poster designs
• Photographic projects
• 3D digital models
• Product designs
• Digital games

• Website designs
• Character designs or animations
• Fine art work or installations
• Videos or motion graphics

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What should be in my Digital Portfolio? (cont)

Show examples of your creative process as well as examples of final outcomes. It is always useful to see examples of personal project work which you may have done outside of the school or college environment. When preparing your portfolio allow yourself plenty of time to put your it together and make sure you are happy with it. If it helps talk it through with your teacher/tutor to ensure it's a sufficient reflection of your creativity and personality.

We are interested in what inspires you, who inspires you and how you communicate that enthusiasm through your statement and your work. Which designers and artists are you looking at and referencing? Who, or what, has inspired you to choose Interaction?

We are interested in how you talk about your work and communicate the ideas behind the projects and the elements of the projects you consider to be the most successful.

You should use the Portfolio Statement and your UCAS personal statement to talk about these areas.

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What should be in my Digital Portfolio? (cont)

Show us some of your personal work. We want students who are excited by the subject they choose and are engaged in the world around them. We want to see some independently generated work, i.e. self-directed work which you have produced outside your current school/college/other course curriculum which demonstrates your own personal interests.

These pages should be made up of your own work, we don't want to see lots of secondary source material.

(Note - For Year 2 or 3 entry, UK and International students may need to provide an enhanced portfolio. Details will be given on receipt of your application)

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What format should my Digital Portfolio be in?

When submitting the digital work, collate and organise your work into folders. Clearly label each of the folders, to help us understand your work. If you have any work online (e.g. website or online videos) you can provide us with a link to this.

The preferred file format for video is .mp4 and for images .jpg or .png.

Any problems or questions please contact the admissions tutor who will be happy to give advice.

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How do I upload my Digital Portfolio?

The email containing your Initial Offer will also have a link to the Digital Portfolio upload area. Follow the instructions to upload the Portfolio.
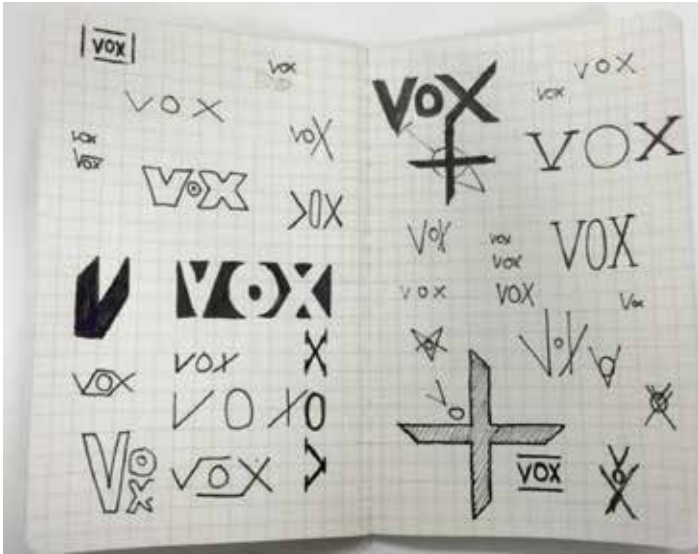
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BA (Hons) Interaction Design — Portfolio Examples

The following pages give some examples of the type of work you might wish to include in your Portfolio.

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Logo designs

STEP ①

LETTER BOX

KNOCK KNOCK!

Click and the letter box opens.

STEP ②

MOTION ATTRACTS USERS EYE.

FLY!!

ARROW MOVES FROM RIGHT TO LEFT. CLICK THE BUTTON TO FLY!

STEP ③

OWLYMPICS

▷ ◁))) 0:13/0:30

← BACKGROUND IS WHITE TO BLEND INTO YOUTUBE, TO LOOK LIKE BIRD PERCH.

← AD BEFORE YOUTUBE VIDS. Each ad is a different event.

STEP ⑤

ANGRY OWLS

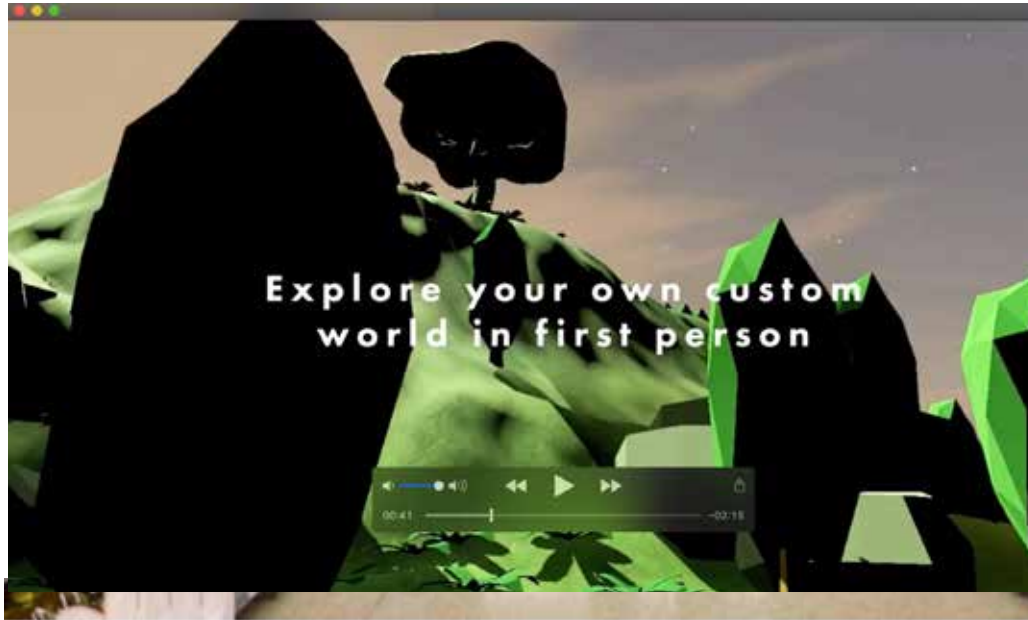MOD THE ANGRY BIRDS GAME.

STEP ④

AIRMAIL

INBOX
JUNK
DRAFTS
TRASH
SENT

FROM MORECOMBE & WISE OWL.

A CHAIN E-M
IN WHICH
FROM A FR
IS A FACT
HAVE
RE
R
B
OW
VOIC
THEN
ON

FACT

AN APP THAT ENABLES USERS /FRIENDS TO RECOMMEND (WISE) ARTICLES TO EACH OTHER.

STEP ⑥

INBOX   THE BEAKEND

ZEUS GOLD

FRIENDS

App / Game Design Development

**Screenshots from games, animations,r websites or pho-
tos of carboard prototypes.**