MA Communication Design

Portfolio Guidelines

Your portfolio should provide a clear and comprehensive overview of your experience and approach to design, art, or related visual communication work.

Content:

Your portfolio should showcase a collection of your design work e.g. **undergraduate projects and/or professional assignments.**

You need to demonstrate **project outcomes**—such as design artifacts (e.g. **brand design, motion graphics, packaging, UX/UI design, web design, 3D visualizations, editorial design) —as well as your creative process.** We are particularly interested in how you approach a brief, conduct research, and develop your ideas into final designs.

Suggested Content:

- **Title Page: Name / Introduction**
- **Personal Statement (250 words):** A brief overview of your interest and approach in communication design – why do you want to do the course?
- **10-15 Pages of Project Work:** This can include design briefs, coursework, professional work, or other relevant projects.
- **3-4 Key Projects:** Focus on the pieces that best illustrate your creative approach and skills.
- **Relevant URLs:** If applicable, include links to online work.

Submission:

Save and upload your portfolio as a **PDF file** to your applicant portal.

If you have any specific questions, please contact the admissions tutor:
 Andrew Richardson **(andrew.richardson@northumbria.ac.uk).**