Graphic Design BA (Hons)
Application Process 2022/23

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.

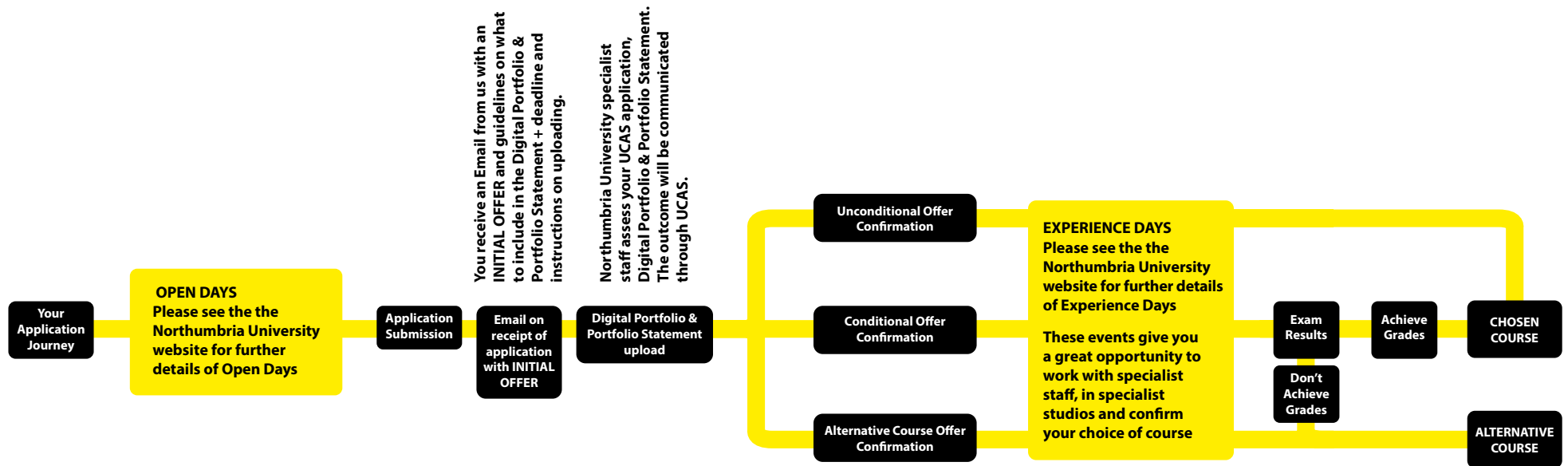**Northumbria University**
NEWCASTLE

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.

Northumbria University
NEWCASTLE

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
```

```
Achieve
Grades
```

```
CHOSEN
COURSE
```

```
Don't
Achieve
Grades
```

```
ALTERNATIVE
COURSE
```

Northumbria University
NEWCASTLE

What should be in my Digital Portfolio?

For Year 1 entry, your Digital Portfolio should consist of 15 pages, showing the following:

Page 1 — A 300 word supporting Portfolio Statement. This Portfolio Statement is different to the personal statement in your UCAS application.

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 Graphic Design?

Give consideration to how you describe your work and communicate the ideas behind the projects. What are the key elements of the projects that you consider to be the most successful?

You can use the Portfolio Statement and your UCAS personal statement to demonstrate your personal attributes in these areas.

What should be in my Digital Portfolio? (cont)

Your Digital Portfolio should consist of 15 pages, showing the following:

Pages 2 to 12 — Show examples of your college/ school work from their starting points, as initial concepts and ideas, through their development to your final outcomes/pieces. It is important that these pages demonstrate both your ability to generate and develop ideas, alongside your practical skills and how you explore and use different media and materials.

As a guide, you could include three or four pieces of work in this section. For each project you need to show initial ideas, development work and final pieces, which could be shown as photographs of your sketchbooks, preparatory drawings/sketches and final outcome/pieces.

These can be evidenced in a variety of ways which could include drawing/painting (analytical/abstract), 2D/3D work, photography/CAD etc.

Note - You can arrange the images in whichever way you feel tells the story of a project in the most effective way. You could have one image on a slide, or several small images could be grouped together in one slide.

Northumbria University
NEWCASTLE

What should be in my Digital Portfolio? (cont)

Your Digital Portfolio should consist of 15 pages, showing the following:

Pages 13 to 15 — Show some of your personal work. We want students who are excited by Graphic Design 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 Any work that is not your creation should be clearly labelled/captioned with the appropriate credit/citation.

(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)

Northumbria
University
NEWCASTLE

What format should my Digital Portfolio be in?

The Digital Portfolio should be submitted as an A4, 15 page Adobe Acrobat PDF. The maximum file size for this PDF is 30 Megabytes (MB).

It should have your **full name as the file name.**

It should include **your name** clearly on the **first page with you personal statement.**

Ensure that the pages of the pdf are in the correct order and orientation to best tell the story of your projects.

Northumbria University
NEWCASTLE

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.

Northumbria
University
NEWCASTLE

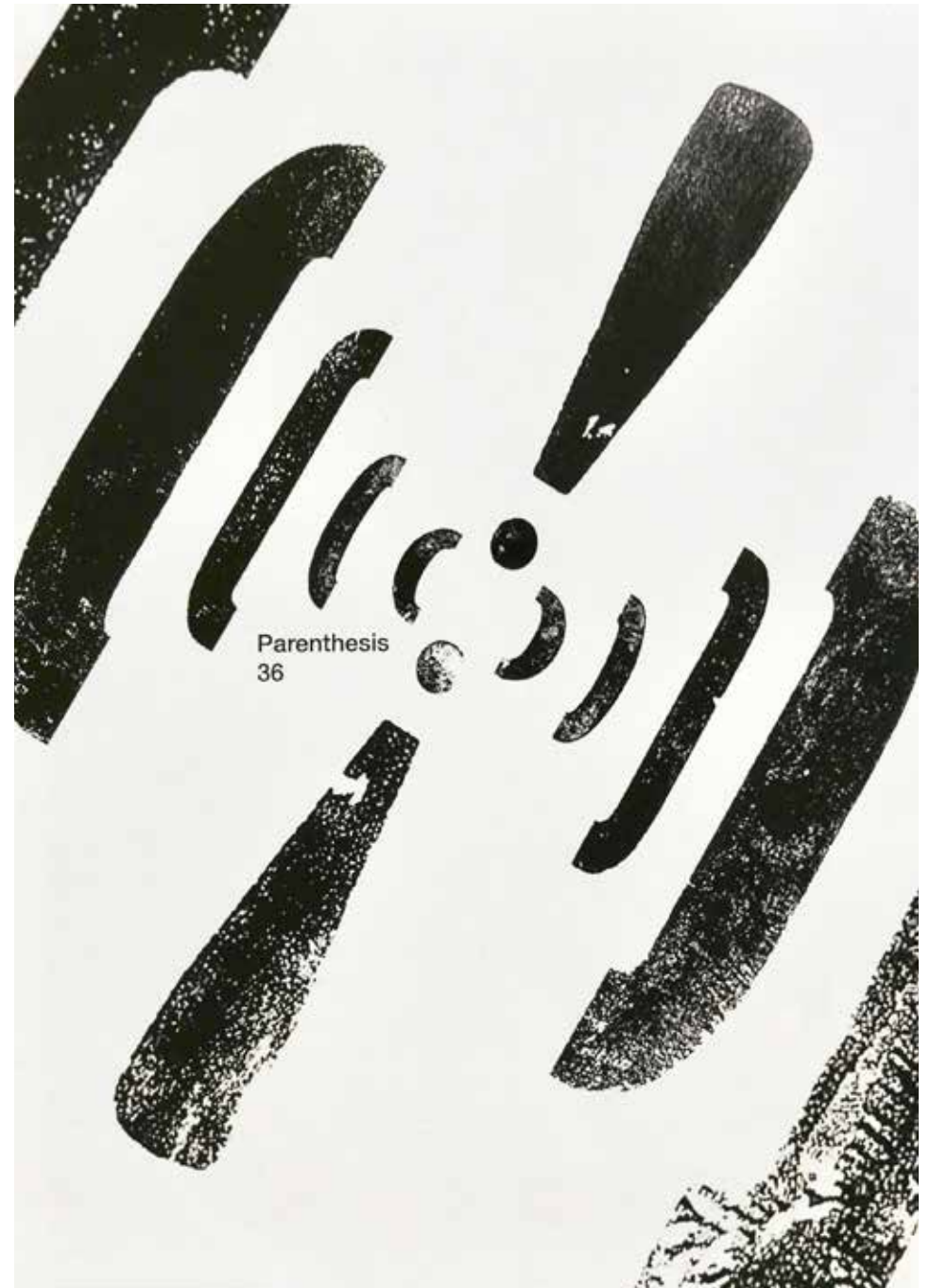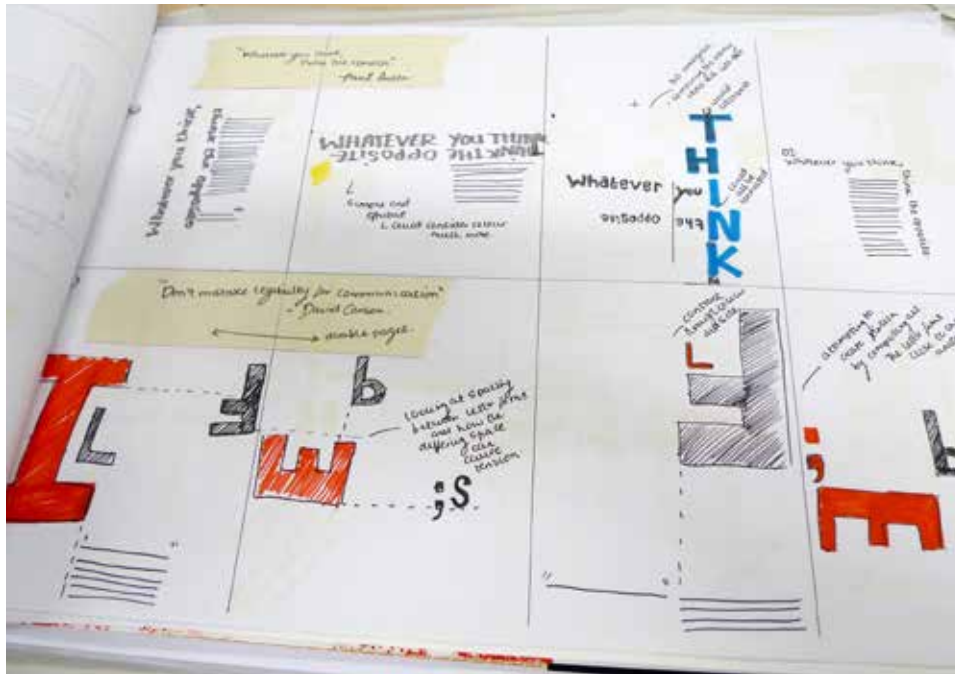# BA (Hons) Graphic Design — Portfolio Examples

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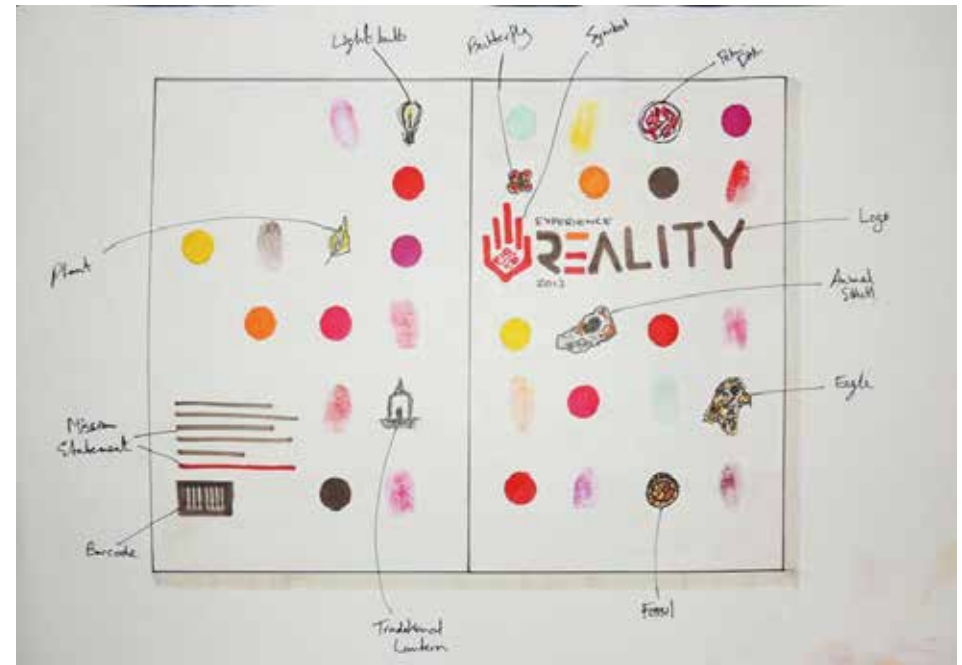of work you might wish to include in your Portfolio.**

**Northumbria
University**
NEWCASTLE

Slide 1 - Typographic Experimentation

Slide 2 - Typographic Development

Slide 3 - Logo Development & Refinement