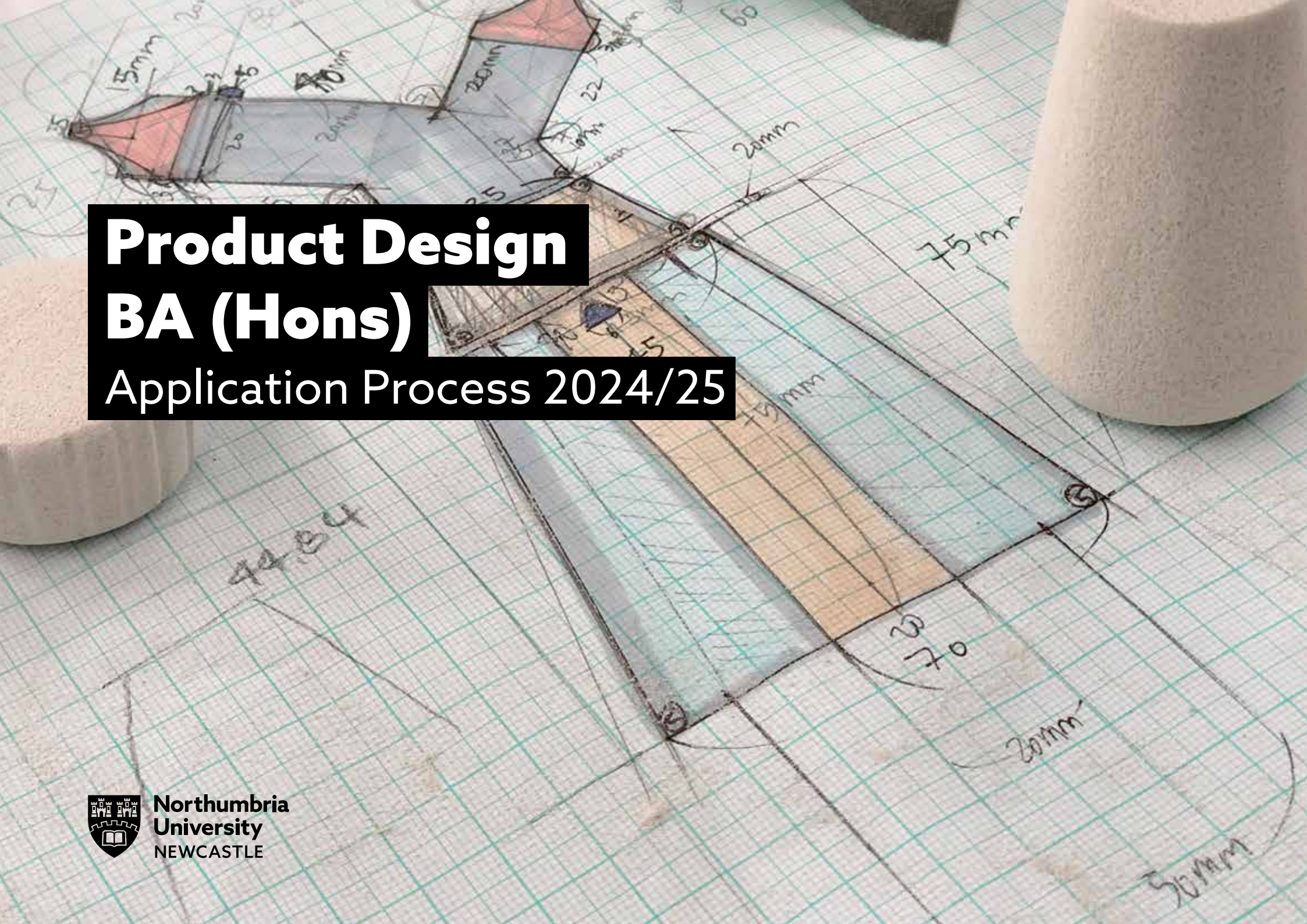


Product Design BA (Hons)

Application Process 2024/25

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.

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

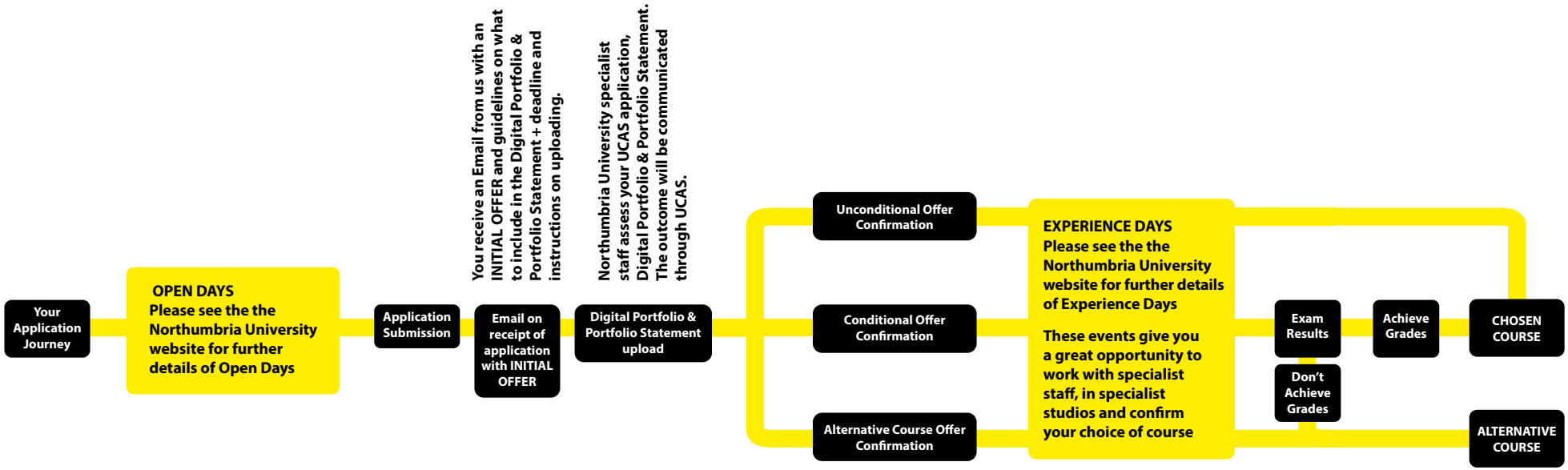
4 - Northumbria University specialist staff assess your UCAS application, Digital Portfolio and Portfolio Statement

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.

What is the application Journey?



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 the specialist subject you are applying for?

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.

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 concepts and ideas, through their development to your final pieces. It is important that these pages demonstrate both your ability to generate and develop concepts, alongside 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 concepts, development work and final pieces, which could be shown as photographs of your sketchbooks, preparatory sketches and final 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.

Don't just include your Design & Technology project pages, re-create and communicate these in a more visually rich, creative manner, not full of text and annotations but idea and development focused, models, photographs, sketches etc.

Show your creative exploration in both 2D and 3D which helps to demonstrate your imaginative thinking.

What should be in my Digital Portfolio? (cont)

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

Pages 13 to 15 — Showing 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, hobbies. We want to see that you are a creative and independent person.

(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)

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).

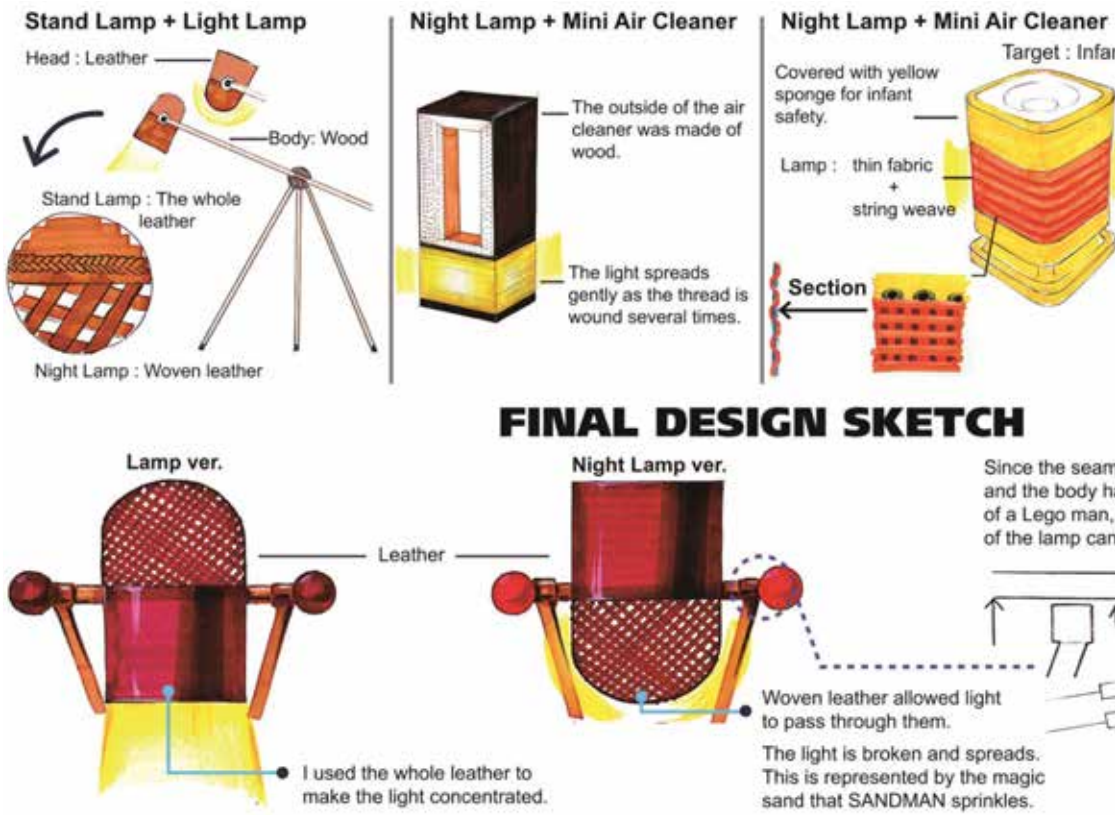
How do I upload my Digital Portfolio?

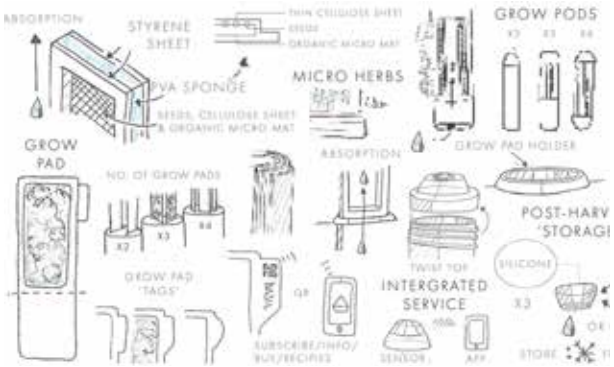
The email containing your Initial Offer will also have a link to the Digital Portfolio upload area. Follow the instructions to upload the Portfolio.

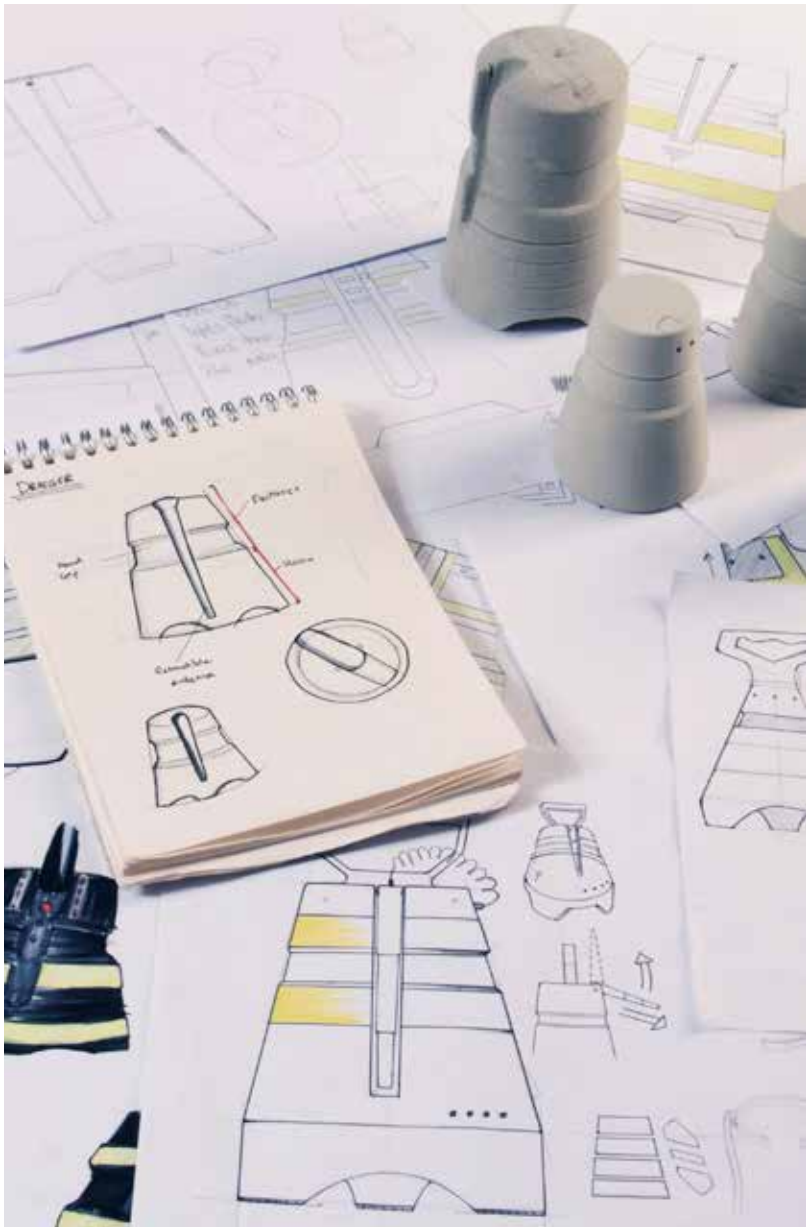
BA (Hons) Product Design — Portfolio Examples

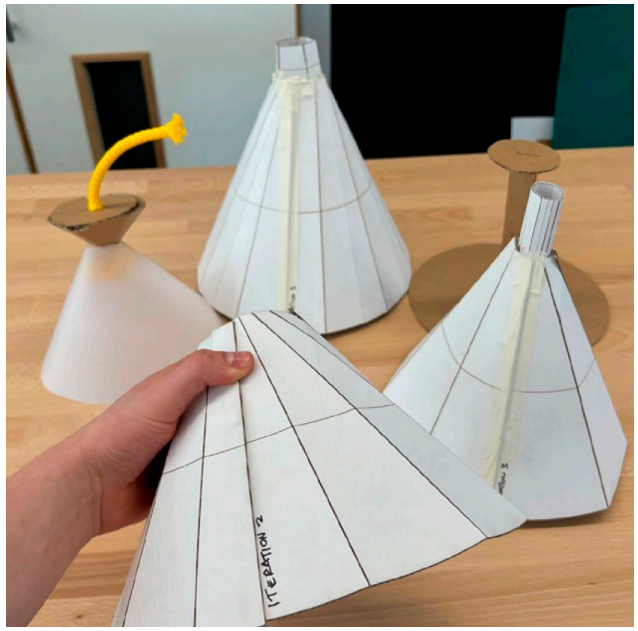
The following page gives some Portfolio Examples.

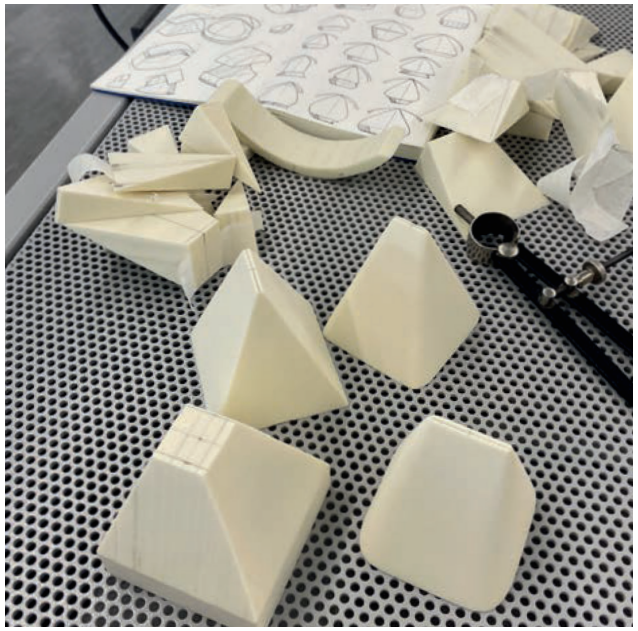
Northumbria University
NEWCASTLE

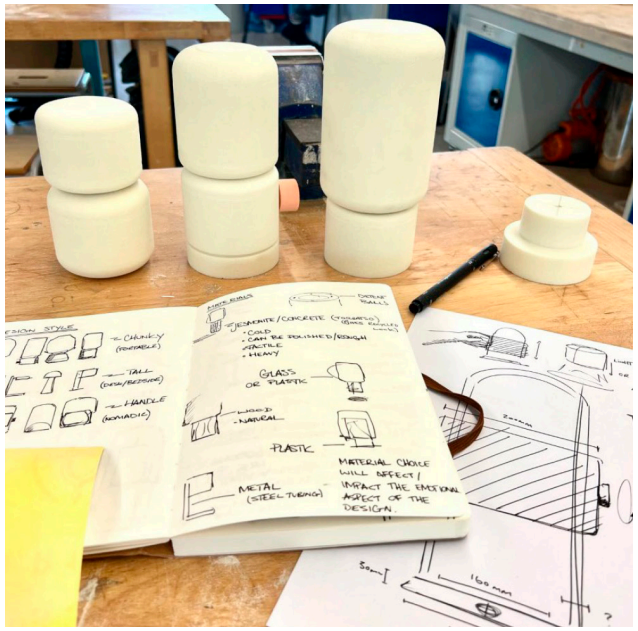

Stand Lamp + Light Lamp
Head : Leather
Body: Wood
Stand Lamp : The whole leather
Night Lamp : Woven leather
Night Lamp + Mini Air Cleaner
The outside of the air cleaner was made of wood.
The light spreads gently as the thread is wound several times.
Night Lamp + Mini Air Cleaner
Target : Infa
Covered with yellow sponge for infant safety.
Lamp : thin fabric + string weave
Section
FINAL DESIGN SKETCH
Lamp ver.
Leather
Night Lamp ver.
Since the seam and the body h of a Lego man, of the lamp can
Woven leather allowed light to pass through them.
The light is broken and spreads. This is represented by the magic sand that SANDMAN sprinkles.
I used the whole leather to make the light concentrated.

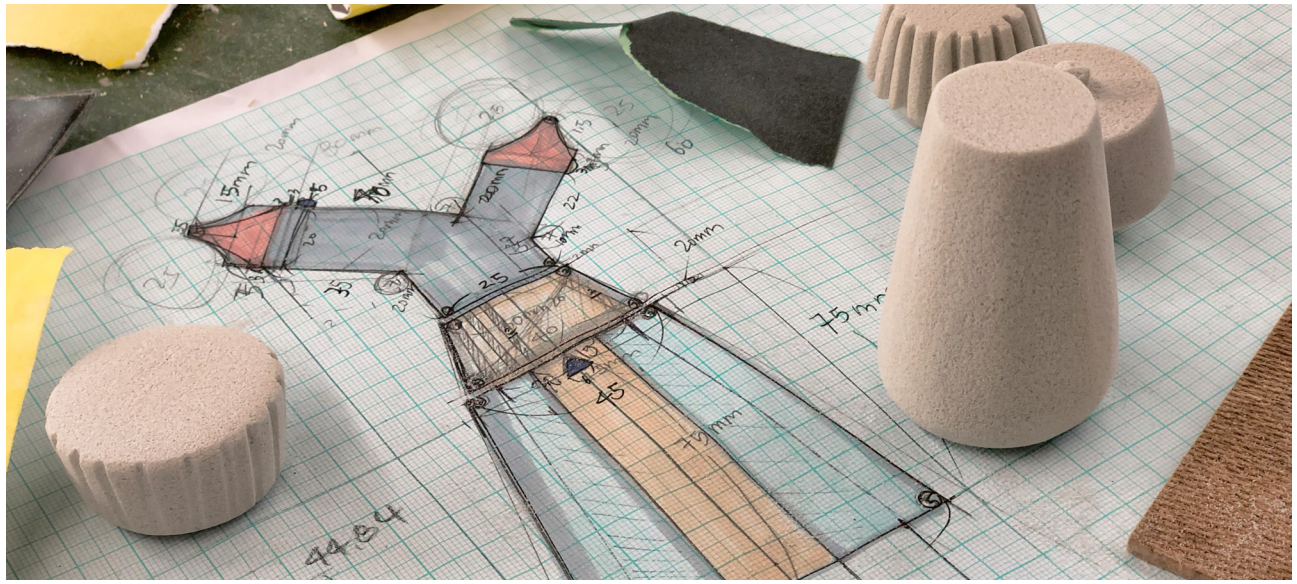

STYRENE SHEET
PVA SPONGE
MICRO HERBS
GROW PODS
GROW PAD
GROW PAD HOLDER
INTERGRATED SERVICE

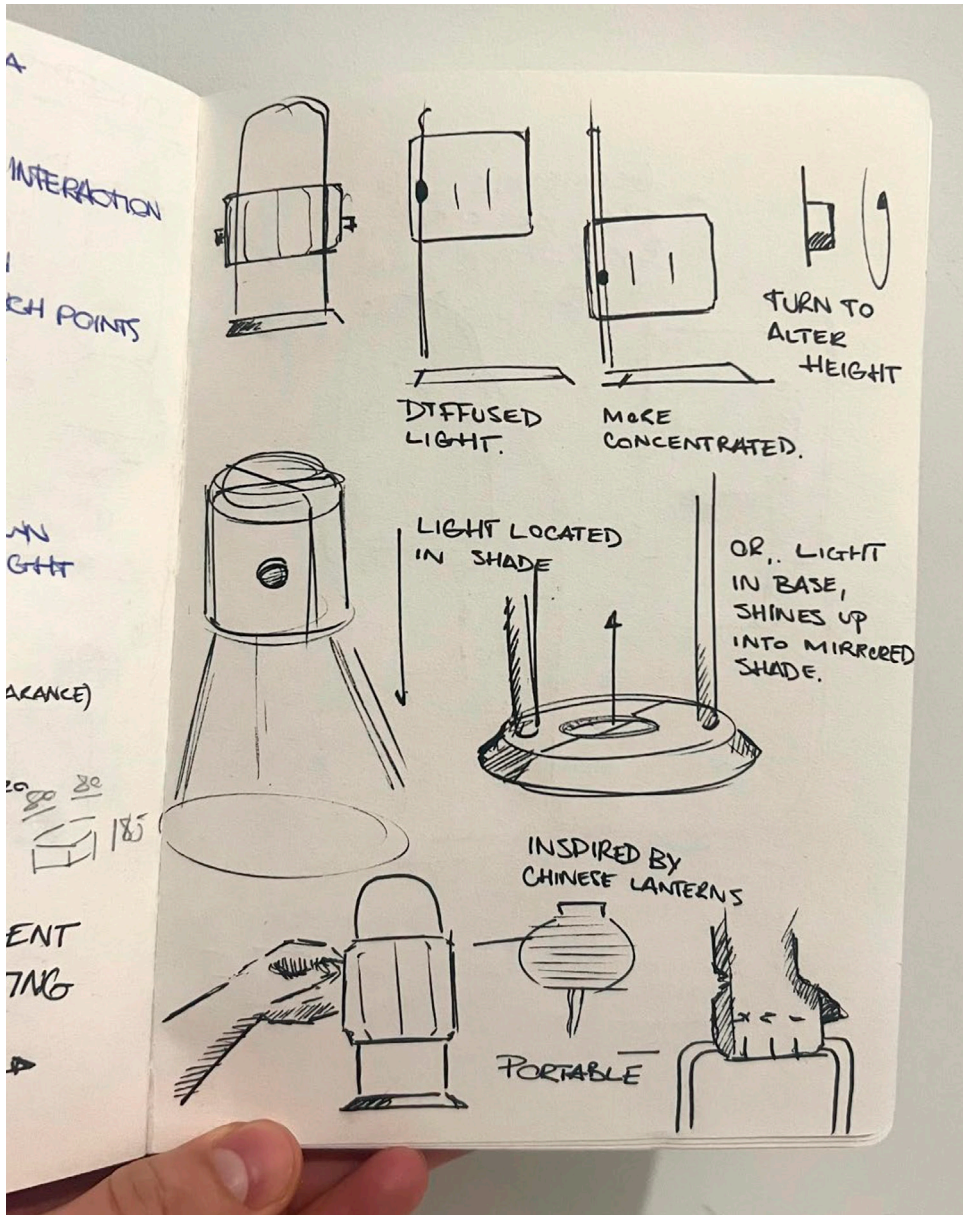


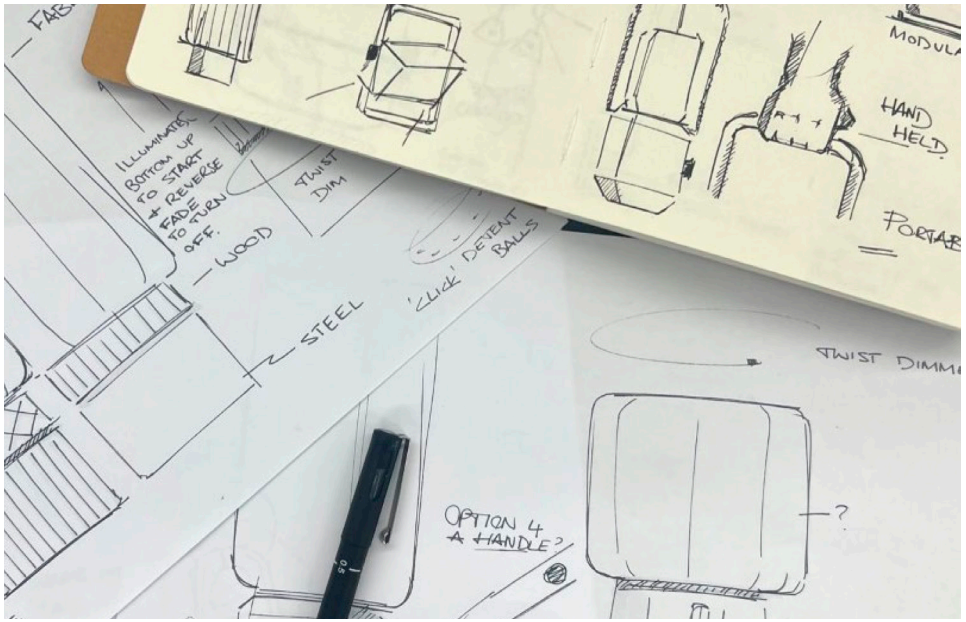
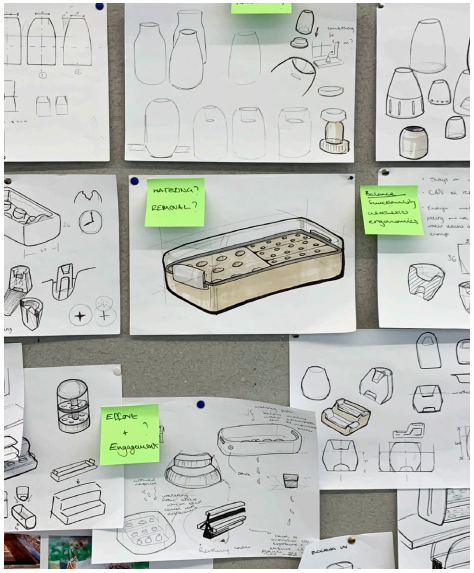





GLASS OR PLASTIC
PLASTIC
METAL (STEEL TUBING)




INTERACTION
TURN TO ALTER HEIGHT
DIFFUSED LIGHT.
MORE CONCENTRATED.
LIGHT LOCATED IN SHADE
OR,. LIGHT IN BASE, SHINES UP INTO MIRRORED SHADE.
INSPIRED BY CHINESE LANTERNS
PORTABLE


ILLUMINATE BOTTOM UP TO START & REVERSE FADE TO TURN OFF.
TWIST DIM
WOOD
STEEL
'CLICK' DETENT BALLS
HAND HELD
OPTION 4
A HANDLE?