

# Digital Design BA (Hons)

Application Process 2024/25

loko



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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 - the digital portfolio is 10 images/ pages and the Statement is 250 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.



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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.

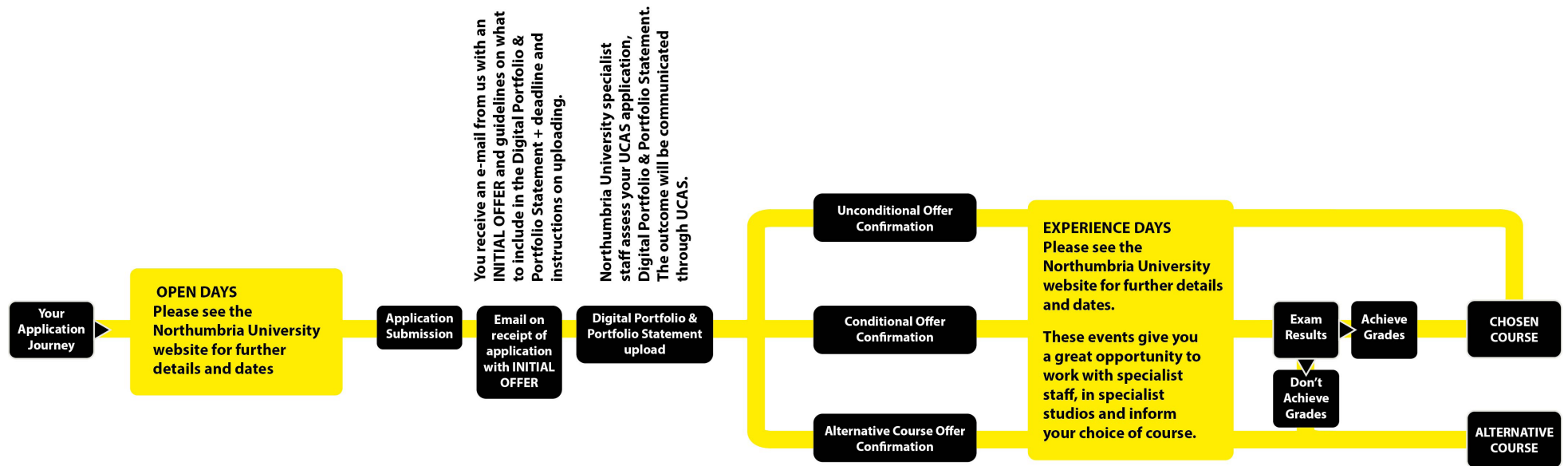
5 - The outcome will be communicated through UCAS and will be one of the following:

- **Conditional Offer**
- **Unconditional Offer**
- **Alternative course offer**

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



# What is the application Journey?



# What should be in my Digital Portfolio?

**Your Digital Portfolio should consist of 10 pages, showing the following:**

**Page 1** — A 250 word supporting Portfolio Statement, which is different to the personal statement in your UCAS application.

We are interested in what and who inspires you, and how you communicate that enthusiasm through your statement and your work.

Which designers or 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 briefly introduce these areas.



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# What should be in my Digital Portfolio? (cont)

**Your Digital Portfolio should consist of 10 pages, showing the following:**

**Pages 2 to 7** — Show examples of your creative work, either from college or school. It is important that these pages show how you think, develop and progress ideas from beginning to end.

As a guide, you could include two or three pieces of work in this section which illustrate your creative process from start to end - for example how you responded to a set design project or challenge.

We are interested in how you communicate the ideas behind the projects, the creative process, and the elements you consider most successful in each project. You should preference images and concise writing to talk about these areas.

For each project, please show initial concepts development work, and final pieces, which could be shown using a variety of techniques, such as sketches, drawings, photography 3d modelling, motion graphics, web or app design etc. that show your skills, interest, and exploration about the subjects.

The pages should be made up of your own work - you can scan relevant pages of your sketchbook - and can be arranged in whichever way you feel tells the story of a project in the most effective way.



# What should be in my Digital Portfolio? (cont)

**Your Digital Portfolio should consist of 10 pages, showing the following:**

**Pages 8 to 10** – Showing any of your own personal work, which is focussed on the subject you are choosing and shows how you are engaged in the world around you.

We want students who are excited by Digital Design and would like to see some independently generated work which communicate your area of interest.

What we really want to see is some independent and self-directed work produced outside your current school/college course that demonstrates your personal interest in the subject you are choosing. Therefore, these pages should be made up of your own work.

**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?

**The Digital Portfolio should be submitted as an A4, 10 page Adobe Acrobat PDF.**

**The maximum file size for this PDF is 30 Megabytes (MB).**

**Please do not submit links to an online portfolio (such as Google Drive, Behance, etc.) as these will not be considered for your application.**

**If you do have links to online work - for example a website you have designed, or a piece of motion graphics, please include the URL to this work inside your PDF portfolio.**



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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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