



# Fashion Communication 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**
- **Creative Presentation**

(Note - Creative Presentation should be submitted as a Powerpoint presentation, consisting of five slides with annotations)

***\*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 Creative Presentation. Read the instructions carefully because they will give you important information on deadlines, upload instructions etc.

The following slides will give you guidance on compiling your Creative Presentation. It also includes course specific details on uploading your files, what to include on the slides, and what to write in the annotations.

# 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 Creative Presentation
- 4 - Northumbria University specialist staff assess your UCAS application and Creative Presentation
- 5 - The outcome will be communicated through UCAS and will be one of the following:

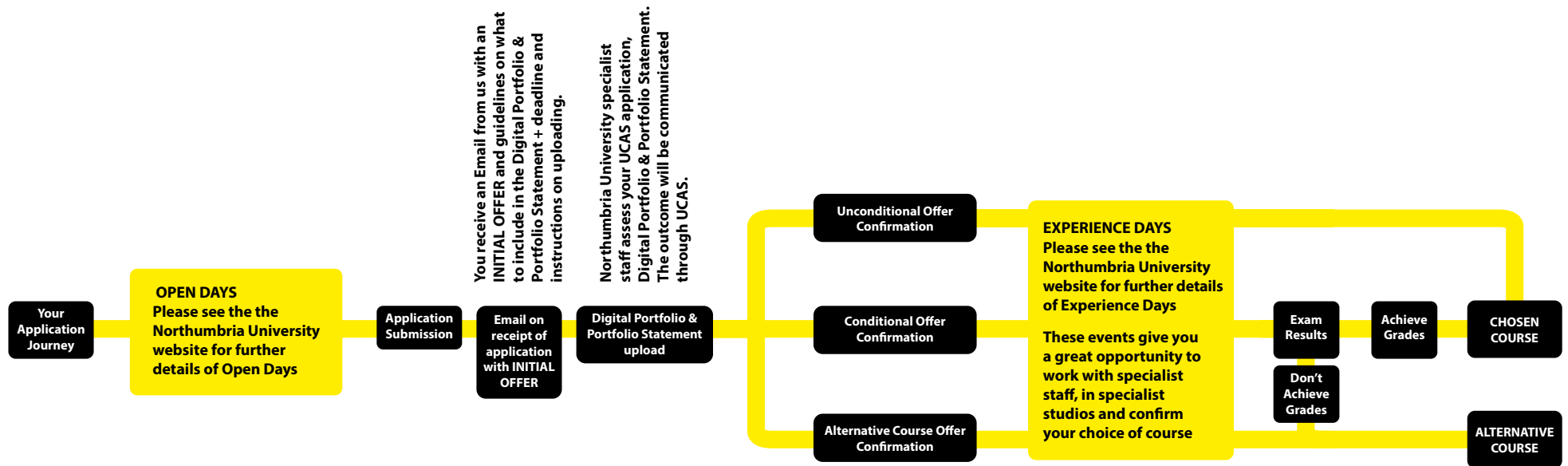
- **Conditional Offer**
- **Unconditional Offer**
- **Alternative course offer**

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



**Northumbria  
University**  
NEWCASTLE

# What is the application Journey?



**Northumbria University**  
NEWCASTLE

# What should be in my Creative Presentation?

**For Year 1 entry, your Creative Presentation should be a Powerpoint presentation, consisting of five slides with annotations:**

**What we are looking for** – The Creative Presentation is different from a portfolio. We would love to see examples of your work, but we are also interested in who you are, who and what inspires you, and why you are excited to study Fashion Communication.

Whether you are from an arts or an academic background, we want students who are passionate about the subject they choose and are engaged in the world around them.

The Creative Presentation should effectively communicate this through imagery and

annotations. So tell us which designers, brands, artists, writers or creatives you are looking at and how you are referencing them in your work. Who, or what, has inspired you to choose Fashion Communication?

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

We are also interested in any independently generated work that you have produced outside your current school/college/other course curriculum which demonstrates your own personal interests.



# What should be in my Creative Presentation?

**Your Creative Presentation should be a Powerpoint presentation, consisting of five slides with annotations:**

**What you can include** — Use visuals on the Powerpoint slides to show us your passions and inspirations, and explain in the notes underneath how they have influenced you and your work.

You could also show us relevant examples of your college/school work from their starting points, as concepts and ideas, through their development to your final pieces. Try to demonstrate both your ability to generate and develop concepts, alongside practical skills and how you explore and use different media

and materials. For a creative piece, you could show us photographs of your sketchbooks, preparatory sketches and final outputs. These can be evidenced in a variety of ways which could include drawing/ painting, 2D/3D work, photography, film, etc.

For written pieces, such as blogs, reports or magazine articles, you could show us a short excerpt or snapshot of your work. Explain what it is and where it appeared in your annotations.

We are interested in seeing examples of things you do in your spare time which demonstrate your personal interests - from social media posts to travel pictures.



**Northumbria  
University**  
NEWCASTLE

# What should be in my Creative Presentation?

**Your Creative Presentation should be a Powerpoint presentation consisting of five slides with annotations:**

**Arranging your slides** - You can arrange the images in whichever way you feel communicates your personal 'brand' in the most effective manner. It could be a single image or several images, a moodboard, a collage or a film.

The images can be created yourself or put together from secondary source material.

Your annotations should be included in the notes underneath each Powerpoint slide. They should explain

the references on the slide, giving more detail and/or giving your rationale for including them. Do not write more than 150 words per slide.

***(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 must my Creative Presentation be in?

**The Creative Presentation should be submitted as a Powerpoint presentation, consisting of five slides with annotations in the notes.**

**Note - If you choose to convert the Powerpoint into a PDF, please make sure your annotations are on the slides themselves as we won't be able to see your notes.**

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

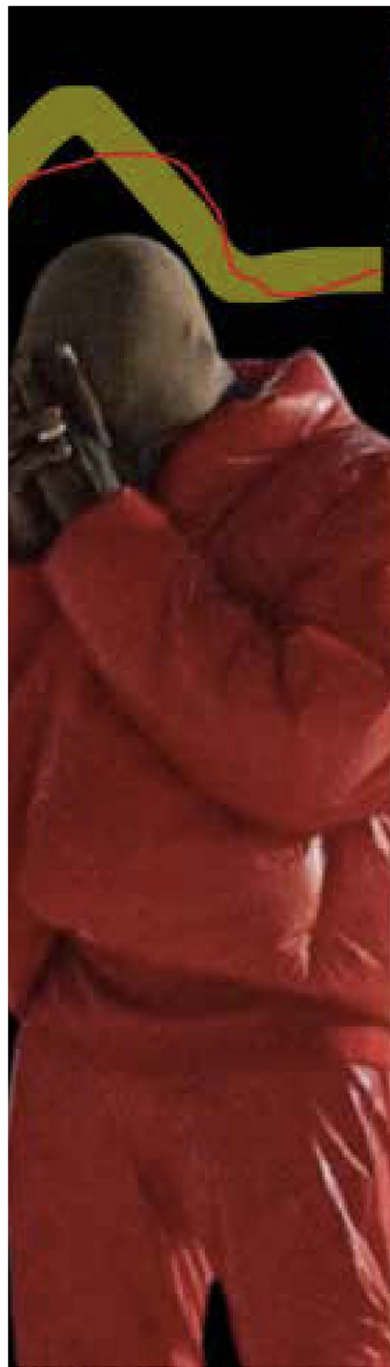


# How do I upload my Creative Presentation?

**The email containing your Initial Offer will also have a link to the Creative Presentation upload area. Follow the instructions to upload the Creative Presentation.**

# BA (Hons) Fashion Communication – Examples

The following pages give some Creative Presentation examples.



**REAL  
MEN  
WEAR  
PINK**



**PUFF**

I would a:  
trend don  
the don  
trend in  
it's such  
that even  
as every  
can.

I think the  
Landscape  
is being  
I think a  
color's an  
over rate  
22, or the  
such as  
weekday  
I think, we  
with the

All in all  
at the end  
have a  
develop  
only gain

# WHAT FASHION MEANS TO ME



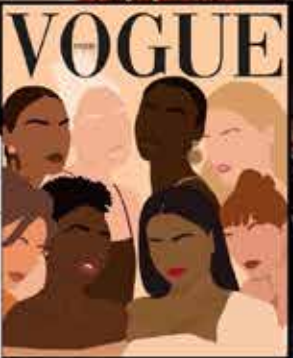
EQUAL BEAUTY



IN OUR HANDS



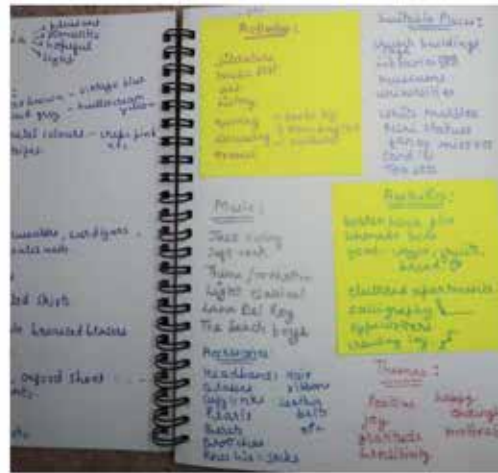
VOGUE



FASHION



# STYLING THEME: **DARK** AND LIGHT ACADEMIA



LIGHT ACADEMIA



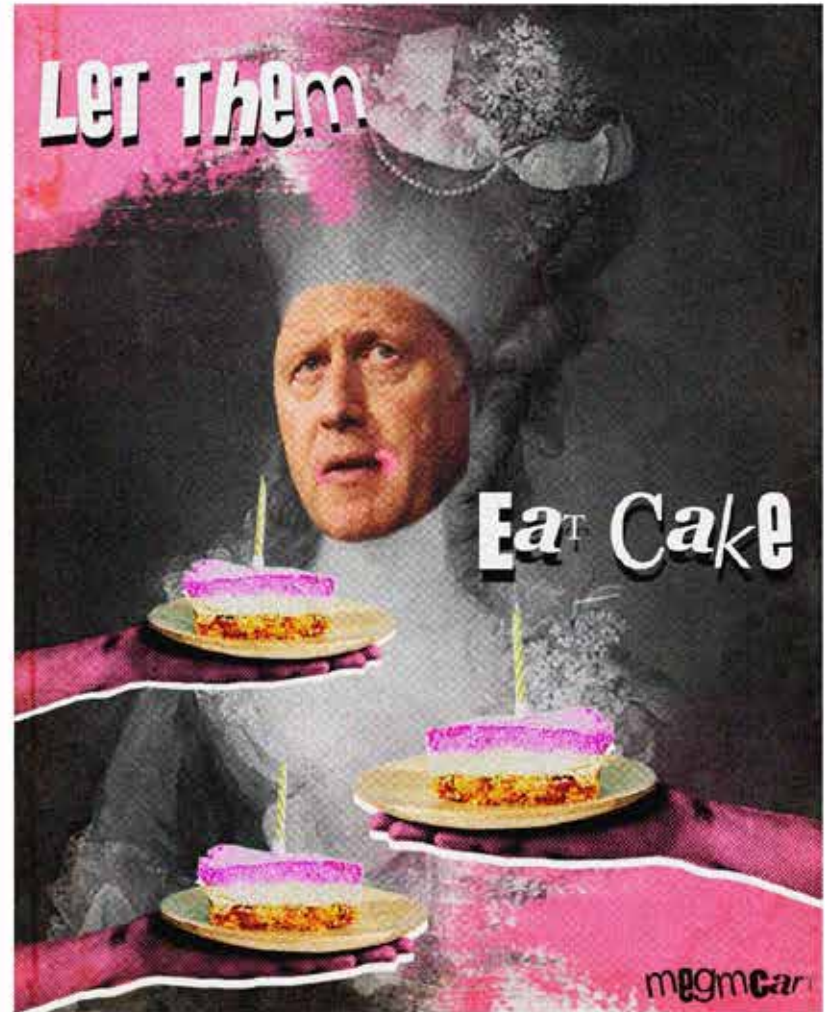
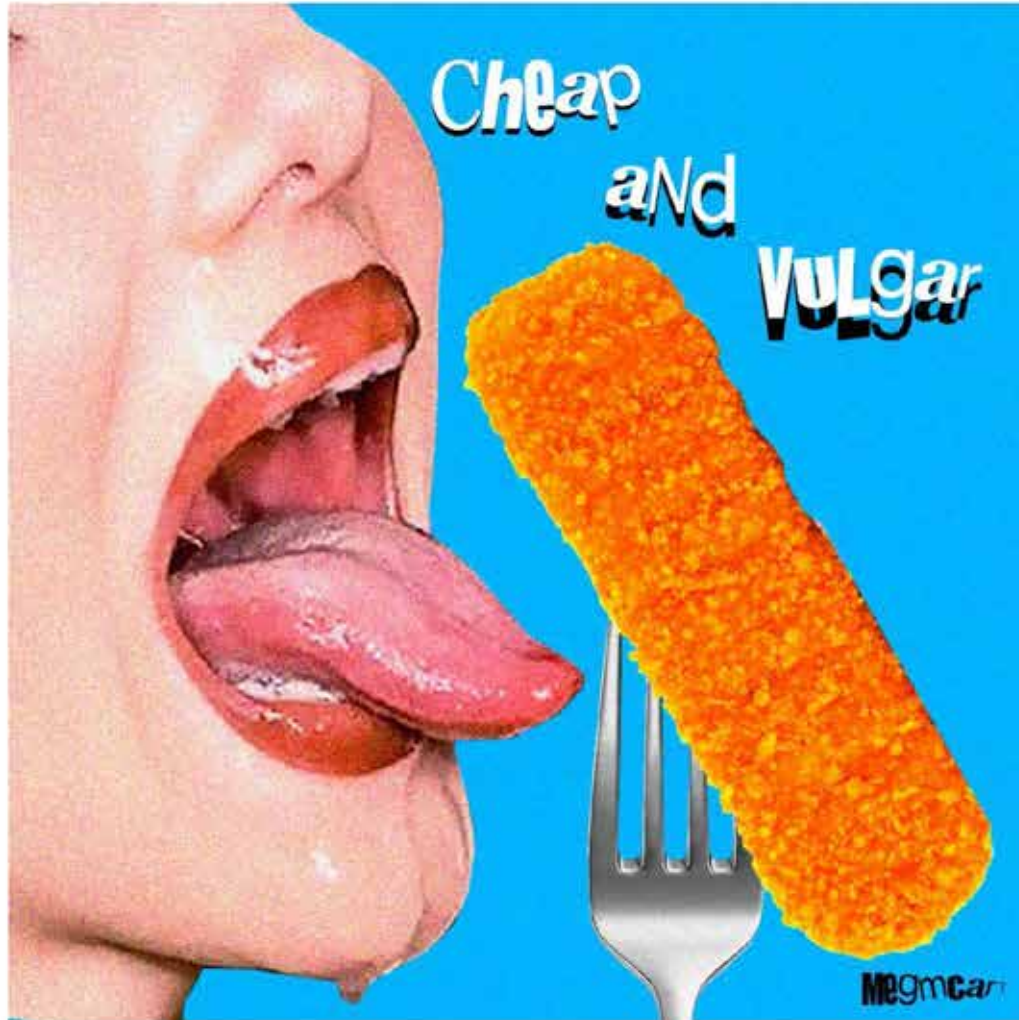
DARK ACADEMIA





When I think about what inspires me, the term that comes to me is 'disgust.' That sensation we receive when we look at images or objects and are taken aback, nearly questioning why they were created. Consider how you feel when you look up the band Die Antwoord. I'm not sure why disgust inspires me so much, Maybe it's because I was getting bored with the runways I was seeing and the museums I attended, so I eventually put my foot down and developed an art style that I'd like to see more of.









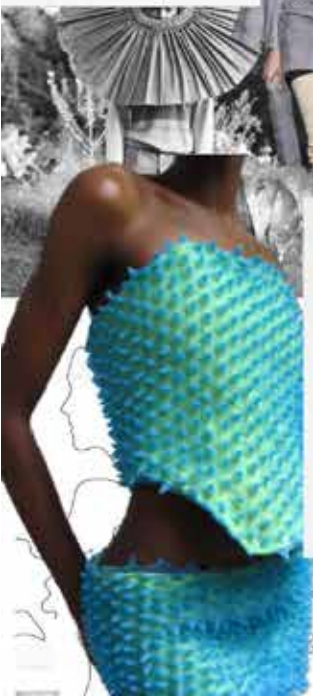
Hockey



Portugal



Surfing in France



YSL Gardens

