

## Guidance to Applicants for Portfolio Programmes 2019

### ***The Application Process:***

If you make an application to UCAS for one of the following programmes at Heriot-Watt's School of Textiles and Design at the Scottish Borders Campus in Galashiels:

|                                 |                                       |
|---------------------------------|---------------------------------------|
| <b>W230: BA Fashion</b>         | <b>W232: BA Design for Textiles</b>   |
| <b>W250: BA Interior Design</b> | <b>W640: BA Fashion Communication</b> |

you will be required to submit samples of your portfolio, which demonstrate your skills and abilities. Undoubtedly the portfolio submission is of great importance in the selection procedure and the following information is provided as guidance for the production of your portfolio for submission.

### ***Applicants Days:***

A number of days are organised for invited applicants to bring their portfolio to the School. The days are structured in such a way that applicants have the opportunity to view the facilities in the School and meet staff and students and ask any questions, while their portfolio is being considered by a team of staff from the chosen programme.

## W230: Fashion 2019

Images and boards for each of the following should be selected to show evidence of:

1. **Observation** - through drawing and/or photography. (4 x A3 images)
2. **Inspiration** - collected and annotated images which inspire you creatively. (4 x A3 images or boards)
3. **Colour awareness** - through painting and/or photography and/or collage. (4 x A3 boards)
4. **Design development** - from concept to final outcome. (5 x A4 images and any product/garment evidencing the applicant's sense of fashion/skills)
5. **Written work** - 200 words text fully illustrated which should answer the question: What is your favourite contemporary designer and why? How does his/her work inspire your creation?

### Direct entrants into Year 2 and Year 3:

Your portfolio should present all the above AND any project (s) undertaken during your Fashion/Art curriculum which could evidence:

1. Your garment making skills: 1 to 2 outfits showing your abilities in pattern making and construction.
2. Your design process: from the concept to the product. Show one example of a design project.
3. Your CAD skills: ability to work on the Adobe Suit (Photoshop, Illustrator, in design) evidenced through projects.

**Format:** single images, mood board type layout may contain more than one piece [i.e. painting and fabric sample] per image, however, they should be clear to view and presented to a professional standard.

The selection team looks for:

- **Garment Awareness** - A fashion garment interest normally demonstrated through either a design project or garment making or an investigation of the style and construction of contemporary or historical clothing through observational drawing and photography.
- **Silhouette** - This element of the portfolio of work will explore the shape and detail of garments and an interest in the use of colour and pattern within a garment or outfit to complete a 'look'. General design skills and understanding.
- **Drawing and Painting** - A balance of observational and expressive drawing and painting which demonstrates an interest in form and its construction and a confidence in communicating this clearly.
- **Colour and Pattern** - An understanding of colour and pattern, repeat and scale which can be conveyed through drawing, painting and collage, as well as design projects.
- **Fashion Designer Awareness** - The portfolio should demonstrate an awareness of the work of individual designers, retail, design trends and the social factors which influence fashion. This knowledge can be achieved by observation, reading and visiting exhibitions, museums and fashion shows.

The selection team will not expect to see all of this in every portfolio, but will expect some elements to be present and supported by an enthusiasm for fashion and a motivation and ambition to join the programme.

## W232: BA Design for Textiles 2019

Thank you for applying for the BA (Hons) Design for Textiles programme in the School of Textiles and Design at Heriot-Watt University in Galashiels. We now ask you to prepare your portfolio and a written statement for your applicant interview. These methods will be used to assess your suitability for the programme. These elements and a short small group interview session with other applicants should clearly help you demonstrate your passion for the subject and your individual creativity.

*"We recruit students who are passionate about the idea of learning about textiles and design and pushing the boundaries of the discipline through the dynamic use of materials and image"*

**Mark Parker**, Director of Studies for Design for Textiles

### **Portfolio Guidelines (Physical) for Applicants**

- (1) 15-20 pieces.
- (2) A folder in which the work is mounted on white cartridge paper/light mount card between A4 and A1 in size.
- (3) Avoid using plastic sleeves whenever possible.
- (4) Include up to 3 sketchbooks with the portfolio.
- (5) Include images of details from large or intricate projects.
- (6) Large or fragile pieces should be shown as photographs.
- (7) Film, video and animation work should be no more than 5 minutes in length.
- (8) Remember to put your **name** on the portfolio!
- (9) Labels should be discreet, neat and used in a consistent manner.

### **Portfolio Guidelines (Content) for Applicants**

Try to show us the full range of your creative experience and interests. Avoid too much repetition in style and subject matter.

Your portfolio should be relevant to the programme, but do include a wide range of work that shows your creativity, technical competence and understanding of design.

You should include:

- (a) Drawings, painting and/or illustrations that demonstrate your skills, including life drawings, still life, images drawn from observing people and landscapes or from your imagination.
- (b) Collages and mixed media.
- (c) Mood boards.
- (d) Work created using Adobe Creative Suite or other appropriate design software package.
- (e) Own photography.
- (f) Examples of experimental uses of fabric, colour, shape and styles.
- (g) Examples of experiments with print making processes.
- (h) A series of pieces that show evidence of design development & selection. (Not necessarily geared towards Textile Design).

Consider:

- (1) How you start a project.
- (2) Initial sketches/drawings/paintings.
- (3) Design options/possibilities/range building.
- (4) Selection/final outcome.

### **Written Work for Applicants**

Please bring with you to interview up to 500 words which should answer the following questions. **You will be asked to leave a copy of this with the School.**

- (a) What is it about textile design that inspires you and why is it your preferred choice of design discipline?
- (b) Reference one contemporary designer from any discipline who inspires you and why?
- (c) What do you hope to gain by studying BA Design for Textiles at the School of Textiles and Design and what are your aspirations for the future?

## **Portfolio Guidelines (Digital) Applicants**

For International applicants who cannot attend for an interview at the School, you may be asked to have a Skype or telephone interview as well as presenting your digital portfolio.

- (1) 15-20 images, including images from sketchbooks, research, experimental work and finished pieces.
- (2) Collages and mixed media.
- (3) Mood boards.
- (4) Work created using Adobe Creative Suite or other appropriate design software package.
- (5) Own photography.
- (6) Examples of experimental uses of fabric, colour, shape and styles.
- (7) Examples of experiments with print making processes.
- (8) A series of pieces that show evidence of design development & selection. (Not necessarily geared towards Textile Design).

Consider:

- (a) How you start a project.
- (b) Initial sketches/drawings/paintings.
- (c) Design options/possibilities/range building.
- (d) Selection/final outcome.

## **Written Work for (Digital) Applicants**

Please provide up to 500 words which should answer the following questions:

- (a) What is it about textile design that inspires you and why is it your preferred choice or design choice?
- (b) Reference one contemporary designer from any discipline who inspires you and why?
- (c) What do you hope to gain by studying BA Design for Textiles at the School of Textiles and Design and what are your aspirations for the future?

Submit your portfolio in a digital format by uploading the work and sending it via 'dropbox' or 'we transfer'. If you have your own website that you feel shows off your portfolio then you may wish to send the link to Ruth Paterson on [ugenquiries@tex.hw.ac.uk](mailto:ugenquiries@tex.hw.ac.uk) inviting her to view it.

If submitting your written element separately, please send it via email as a PDF file to enable consistency, to Ruth Paterson on [ugenquiries@tex.hw.ac.uk](mailto:ugenquiries@tex.hw.ac.uk)

Ensure photographs and scans are clear, in focus and large enough to be seen clearly.

Include images of details from large or intricate projects.

Film, video and animation work should be no more than 5 minutes in length.

Ensure your digital portfolio is accessible during the interview as our tutors look to load this in advance of the interview.

## W640: BA Fashion Communication 2019

The portfolio will address the following areas:

- 1. Observation** - through photography. (10 x A4 images)  
The portfolio should show evidence of a keen interest in Fashion Communication through your own photographic images that show a strong contemporary awareness and observation of contemporary culture.  
These could be original photographs taken at cultural events you have recently attended, i.e. Galleries, Gigs, Festivals and other relevant events.  
**SUBMIT 10 PHOTOGRAPHS - DEMONSTRATING A VARIETY OF EVENTS.**
- 2. Personal Image Sheets** - (2 x A4 sheets)  
This should be a statement of who you are and your personal, cultural interests.  
Produce 2 x A4 sheets, in a grid format with 20 digital images (4 across and 5 down) on each. These images should demonstrate who you are, and what currently inspires you from the world of fashion, art, photography, music, film, sport and any other personal interest about which you are passionate.  
**SUBMIT 2 x A4 SHEETS.**
- 3. Design development** - a project. (5 x A4 images)  
This can be a project that you have worked on at school/college or independently, but should demonstrate a thoughtful and logical process and good graphic presentation skills that are transferable and relevant to a Fashion Communication programme.  
**SUBMIT 5 IMAGES FROM A PROJECT YOU HAVE WORKED ON FROM CONCEPT TO FINAL OUTCOME.**
- 4. Fashion Writing Skills** - 500 words on the role of Fashion Communication in the current, contemporary marketplace and what it means to you. Your writing should be personal and comment on current fashion communication practice and practitioners who inspire you. What is your favourite magazine and why?

The selection team looks for:

- **Visual Awareness** - demonstrated through selection and professional and contemporary presentation of imagery submitted.
- **Fashion Awareness** - demonstrated through work showing an understanding of contemporary fashion and the promotion of the fashion image. A sound knowledge of the work of designers, musicians, photographers, stylists and fashion journalists.
- **Contemporary and Cultural Awareness** - demonstrated through personal 500 word statement to support application to a Fashion Communication programme. The statement should provide evidence of a keen interest in contemporary fashion communication and an awareness of popular culture and written in a contemporary journalistic style.

## W250: BA Interior Design 2019

Each portfolio should consist of no more than 10 A3 pages [either landscape or portrait]. This can be 10 pages of a single and complete design project, or include a number of smaller projects. Each portfolio should include evidence of the following:

1. **Research and Enquiry:** To show the level of your engagement in visual enquiry and research and how well you communicate this, and apply and integrate it within a design project.
2. **Design Process and Methodology:** To show your ability to explore and develop ideas in an iterative and critical way; and your level of skill and range in the use of different visual methods and techniques to express development.
3. **Problem Solving and Creativity:** To show to us you can identify and understand complex problems and propose effective solutions through innovative design.
4. **Visual Communication:** To clearly communicate and visually express your design projects from start to finish in a professional and aesthetically pleasing way.
5. **Personal statement** - 200 written words that introduce yourself to us as a designer. Can be based around any of the following: What makes you design? How do you undertake projects? What is your design philosophy? What inspires you? What is good design?

**Format:** Please provide 10 x A3 colour print outs [folded], plus 1 x A4 black and white page of written work. Minimum print resolution should be 200 dpi.

The selection team looks for:

- **Interior Design Awareness** - demonstrated through work showing an understanding of the principles and theories of interior and spatial design.
- **An Illustrated Design Process** - demonstrated through a thorough and comprehensive approach to design that includes reflective thought and decision making, illustrated and communicated within the portfolio.
- **Contextual and Critical Awareness** - demonstrated through personal 200 word statement to support application to an Interior Design programme.

*This is the preferred format, but it would be acceptable, as an alternative, to provide a PDF file to email address: [ugenquiries@tex.hw.ac.uk](mailto:ugenquiries@tex.hw.ac.uk)*