Portfolio Guidelines for BA (Hons) in Advertising Design (73416)

Portfolio content guidelines

- **Advertising campaigns are expected** to be included in the portfolio. Those campaigns are **not restricted** to a set number of executions or types of channel and there is **no limit** to the lengths of execution or the media used. A campaign can consist of any mix of the following means:

Film	Press	Outdoor	Entertainment
Digital	Radio	Design	Promo & Activation
PR	Mobile	Direct	Branded Content

- Video or interactive work may be included in DVD-ROM format, to be viewed on a computer with Flash, QuickTime Player, or standard web browsers.

Other portfolio format guidelines

- Organize your works. **Label** each project **clearly** and consider the order they should be viewed. Ensure your

name are visible on your work in case they get separated.

Tip

Explore the information on the PolyU Design website, specifically the information about the BA (Hons) Advertising Design programme: http://www.sd.polyu.edu.hk/en/study-detail/advertising-design

Portfolio Guidelines for BA (Hons) in Communication Design (73416)

Portfolio content guidelines (in Digital/ PDF format)

Diversity

The portfolio should present a diversity of work. Select a mixture of 8-10 best design projects, using a variety of media and approaches. Keep similar projects to a minimum.

Clarity

All projects should be clearly labelled with the following information (1-2 required, 3-6 if possible/applicable): (1) title, format, and size/dimensions, (2) purpose of the project and intended target audience, (3) your role in the project (in case of group work), (4) a description of your concept, (5) lessons learnt/personal insights, (6) links to videos, animations, motion graphics and interactive work.

Process

The portfolio should not just present visuals of final design executions, reviewers are interested to understand ideation and process as well. To communicate more than just a final product, you may—where possible—include research, sketches, collages, mood boards, etc.

Format

Submit your portfolio in PDF with optimal file size—max. 25 MB.

Tip

Explore the information on the PolyU Design website, specifically the information about the BA (Hons) Communication Design programme: http://www.sd.polyu.edu.hk/en/study-detail/communication-design

Portfolio Guidelines for BA (Hons) in Environment and Interior Design (73416)

Portfolio content guidelines

- **A portfolio** that show five or more of your best projects, include development work for one project. Show the range of your skills, in different media using different approaches rather than many similar projects:

- **Artistic, creative work and projects**: Includes drawings, painting, photographs, collages, illustration, or mixed media that shows an idea, interpretation or intention. Each project may consist of more than one 'image'. Include **development work** (research, concept sketches, etc.) for **at least one** project. Short written rationale for each project is desirable; Show a **variety of media and approaches** rather than many similar projects; Personal **insights, creative concepts and effective solutions** to design problems are valued more than technical competence;

- **3D work, space and form**: your ability in three dimensional, sculptural or form work (photographed). Your ability in spatial design, including design work, analysis of space, plans or three dimensional work and scale models.

- **Drawings:** your ability in drawings and sketching, including sketches of your city or landscape environment, sketches of architecture, buildings or interior spaces that you know (not copied from photographs)

- **Photography**: your ability to observe and record using photography.

Other portfolio format guidelines

- Organize your works. **Label** each project **clearly** and consider the order they should be viewed. Ensure your

name are visible on your work in case they get separated.

Tip

Explore the information on the PolyU Design website, specifically the information about the BA (Hons) Environment and Interior Design programme: http://www.sd.polyu.edu.hk/en/study-detail/environment-and-interior-design

Portfolio Guidelines for BA (Hons) in Product Design (73416)

Portfolio content guidelines

- Include **5 of your best creative projects**. Each project may consist of more than one 'image'. Include **development work** (research, concept sketches, etc.) for **at least one** project. Short written rationale for each project is strongly encouraged;

- Show a **variety of media and approaches** rather than many similar projects; Personal **insights, creative concepts and effective solutions** to design problems are valued more than sheer technical virtuosity;

- It is advantageous to include projects that are designed for a specific purpose, audience or communication goal in mind. However purely expressive, artistic projects may be included as well;

- The projects should include the following contents:

  ➢ **Drawings:** B&W figure drawing (full body) - to check the sense of proportion

  ➢ **Drawings:** colour painting (water, oil or crayon) - to check the sense of colour scheme

  ➢ **Sketches:** product design sketches (2 products) - to check the visualization skills

  ➢ **Photos:** self-taken photos - to check the sense of composition or/and personality

  ➢ **Photos:** 3 dimensional mock-ups or models of handicraft or product design – to check the hand- making skills

Other portfolio format guidelines

- Organize your works. **Label** each project **clearly** and consider the order they should be viewed. Ensure your

name are visible on your work in case they get separated.

Tip

Explore the information on the PolyU Design website, specifically the information about the BA (Hons) Produce Design programme: http://www.sd.polyu.edu.hk/en/study-detail/product-design

Portfolio Guidelines for BA (Cons) Interactive Media

Portfolio Guidelines for BA (Hons) in Interactive Media [73436]

Content Guidelines

- Design projects with interactive media nature should be featured.
  E.g. mobile apps, website, digital installation, digital kiosks, smart devices (IoT), video games etc.

- Either personal, school or business related works can be included.

Format Guidelines

- State your roles in the projects when they are group works.

- If there are demonstration videos for the projects, please include links to the videos.