When you apply to study a Bachelor of Design or Bachelor of Arts (Visual Communication) at Raffles College, you will need to submit a portfolio of your creative work. A portfolio gives you the opportunity to show us how you stand out from the crowd and your ability to excel within your chosen course. By viewing your portfolio, it provides us some insight into your potential, originality and motivation.
It is our job to help you make the transition from an amateur photographer to a professional. This means we don’t expect your portfolio to be of a “Professional Standard”... yet. We want to be able to gauge your enthusiasm and creative excellence from the portfolio work you submit.

WHAT YOU WILL NEED TO INCLUDE IN YOUR PORTFOLIO:

• 10 well-printed images (presented neatly in an A4/ A3 portfolio)

Your images must be based on the following important criteria;
• Composition
• Lighting
• Visual happening
• Atmosphere
• Technique

TIPS

Try to select images that will distinguish you from other students, we want to see your personal style and vision. You can show a selection of work that includes various genres of photography including;
• Landscape
• Portraiture
• Architecture
• Fashion
• Reportage

Alternatively, if you have a photographic series (perhaps your high-school major work or a personal project) that you feel would better reveal your technical and creative ability, please include this in your portfolio.

WHAT YOU WILL NEED TO INCLUDE IN YOUR PORTFOLIO:

• 6 – 8 pieces of work, but not more than 20 (presented neatly in an A3/A2 format)

TIPS

Show various works in:
• Drawings
• Artwork
• Textile design
• Photographic work
• Anything else you feel is relevant

Your submitted work should have a theme and follow a design process.
Your portfolio or work examples may cover course assignments, personal projects, or work experience. You may consider a single ‘theme’ OR a variety of topics that highlights your drawing and problem solving abilities. You might consider showing us a visual diary or working drawings that show us the creative process you followed before arriving at your final designs. Your portfolio must be your own work and not sourced from photographs or the internet.

WHAT YOU WILL NEED TO INCLUDE IN YOUR PORTFOLIO:

- 10 - 15 images of your best and most recent work (presented neatly in an A3/A2 format)

TIPS

Show various works in:
- Figure drawings
- Portrait
- Still life
- Landscape
- Sketches

It’s recommended your portfolio be clearly labeled and neatly collated within plastic sleeves (work may be photographed and mounted). We also suggest that any bulky, large format artwork be photographed and presented – it’s just more manageable for you.
Your entry portfolio should be a creative collection and you should compile it in order to demonstrate primarily your creativity, but also your ability to communicate. Your portfolio should have a ‘theme’ running through your work, or a concept.

WHAT YOU WILL NEED TO INCLUDE IN YOUR PORTFOLIO:

- 8 - 10 pieces of work, but no more than 16 (presented in an A3 format)

YOUR PORTFOLIO WORK CAN INCLUDE:

- Fine Arts work (e.g. paintings, sculptures, etc.)
- Drawings
- Sketches
- Illustrations
- Textile design and or development
- Photography
- Graphic Design /advertising layouts

You are also required to attach a written rationale of 250 words which explains the inspiration behind your work.

The Portfolio for Fashion Marketing is broken into 3 sections. Please include all of the following tasks:

TASK 1
Presented in an A3 choose to create either:

- 8-10 looks for a magazine (styled on a friend, model, mannequin or dress stand)
- 3-4 displays of a visual merchandising window installation for a small boutique (place 2 or 3 mannequins or dress stands together)

For both Editorial looks for a magazine and Visual Merchandising window installation for a small boutique:

- Identify a season for example: spring/summer, autumn/winter
- Choose a product category, for example, men’s wear, women’s wear, children’s wear
- Choose a ‘look’ or a number of ‘looks’, for example, boyfriend, street glamour, movie glamour, boho chic, futuristic, classic chic, retro chic etc.

TASK 2
Explain your concept or ideas behind your presentations in approximately 250 words and 5-10 images. Include:

- A description of your inspiration and influences, supporting your theme(s)
- Consider how you decided on the chosen theme(s)
- For what market do you think these ‘looks’ would be appropriate
- Include fashion magazine image that support your trend (referenced)
- Include images of brands that inspire you
- Give examples of the kind of magazines where you’d find such ‘looks’
- Give examples of the kind of magazines where you’d find such ‘looks’
- Give examples of stores that would have such ‘windows’

TASK 3
Choose 1 advertising image from a current fashion magazine, reference the advertisement and analyse its significance in 250 words. Take into account the following questions:

- How would you describe the fashion brand’s style?
- For what market do you think this image is intended?
- Do you feel this image is successful as a piece of advertising?
- Does it communicate its message well? Why? Why not?