



Raffles
College of Design and Commerce

PORTFOLIO GUIDELINES

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.

PHOTOGRAPHY

SEE OUR POINT OF VIEW



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:

- 8 - 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
- Travel
- Fine Art
- Sport
- Food

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.

INTERIOR DESIGN

CREATE A BETTER SPACE



Your portfolio says a lot about you - your creative thinking process, your style and so on. Keep your portfolio simple, let the work speak for itself, you must include all of your own work that has been completed within the last 12 – 18 months. Your work should have headings or descriptions, which will assist in the assessment of your work. We enjoy seeing portfolios that explore design possibilities and demonstrate a willingness to learn.

WHAT YOU WILL NEED TO INCLUDE IN YOUR PORTFOLIO:

- 8 -10 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.

DIGITAL MEDIA

EXPLORE & EXPERIMENT: THE FUTURE IS NOW



ANIMATION, GAMES DESIGN, MULTIMEDIA DESIGN & NEW MEDIA & DIGITAL FILM

Your Digital Media portfolio will be a collection of your own creative work. It's your chance to show us your individuality and what you can do. You may consider a single 'theme' OR a variety of topics that highlight your abilities. A portfolio is not a test of design skills - we teach that. We like to see portfolios with original ideas. We understand that you want to come here to learn the skills necessary to become a designer and it is our job to harness your enthusiasm and skills to transform you from an amateur to a professional.

WHAT YOU WILL NEED TO INCLUDE IN YOUR PORTFOLIO:

- 8 -10 examples of work (presented in either paper, CD/DVD or website)

These examples need to include three of the following works:

- Developmental items
- Completed pieces
- Work in different media
- Work that demonstrates a range of abilities
- Work that tells us something about yourself

TIPS

You can also include various works in:

- Drawing
 - Painting
 - Sculpture
 - Photography
 - Video
 - Digital media
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GRAPHIC DESIGN

GET WITH THE PROGRAM: GET VISUAL



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:

- 8 -10 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.

FASHION DESIGN

DESIGN YOUR WAY TO SUCCESS



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.

FASHION MARKETING

A SUCCESSFUL BRAND IS NOT BUILT ON FABRIC ALONE

Before starting your portfolio development, consider a specific design style that you want to carry through all tasks for visual consistency. Examples of this could be "Bohemia", "Scandinavian simplicity" or "Art Nouveau", and this will be aesthetic used throughout your portfolio.

TASK A: Create a mood board.

A mood board establishes a style, theme, expression, environment, atmosphere or feeling. They consist of found objects from magazine tear-outs or digital imagery. They could include fabrics, trims or color swatches, a favorite saying or phrase. Choose your inspiration from whatever you want, it could be past historical period, culture, a fashion trend, really anything that inspires you. Carefully select your gathered images and phrases and creatively lay them out on an A3 page. The idea is to create a strong mood and direction that you will also use for task B. Write a 250 word rationale on your inspiration and influences for the mood board.

TASK B: Flat lay and photo shoot.

Now using the mood board as reference, consider a suitable product that will be the focus of your flat lay image (e.g. jewellery, eyewear, skin care, denim jeans etc) A flat lay is a flat image (often within a square or rectangle frame) containing a selection of fashion merchandise and other items that fits into a particular theme, trend or story. For example, the trend might be big polka dots; or a color, like green; or a specific cultural trend, like hippies; or a film, like The Great Gatsby. Select items of clothing, accessories and products relevant to your flat lay narrative. Set up your flat lay within a square or rectangle frame created by a specific backdrop (a sheet of paper, cloth, wooden table etc) and photograph it. Edit and crop image if needed digitally. Write a 250 word rationale on the narrative of the flat lay and how it represents the product.

TASK C:

Now consider a brand (made up by you) that would be appropriate as representation of both the selected design style and selected product category.

Then choose one advertising image for an existing brand found in a magazine or online that you think aligns with your own brand's design aesthetic and evaluate it in approximately 250 words.

Take into account the following questions: What brand is it for and how does the image represent the brand profile? What do you think the brand is saying with this image (visual communication)? What sort of visual components and effects (look and feel of image, type of model, location, styling etc) are used to communicate its message? For what market do you think this image is intended? (Is it for young women, 18-25, Men, 25-35)? Do you feel this fashion image is successful as a piece of advertising?

Then create an advertising campaign for your own brand. You can use clothing and style it on a mannequin or model, photograph it, and use that as a basis of the presentation; or you can mix own photographs and other images to create a collage.

Then complete the campaign image by digitally editing and adding created brand logo, tagline etc. Lay out the final images in an A3 size sheet.

Write a 250 word rationale on the narrative of advertisement and its relation to the brand.
