



BIRMINGHAM CITY
University
International College

A young woman with long dark hair, wearing a blue and red plaid shirt, is focused on her work in a printing press. She is leaning over a large wooden frame, adjusting a component. The background shows the intricate machinery of the press, with various rollers and gears. The lighting is warm and focused on the woman and her work.

Art and Design *portfolio requirements*

To be considered for entry onto one of our art and design pathways, you may need to submit a portfolio.

Who needs to submit a portfolio?

- Students who want to enrol on a two-semester art and design pathway.*
- Students with no academic background in art and design.
- Students with a Level 5 qualification (such as an HND or a Dazhaun).

* Providing your academic grades meet our minimum entry requirements.

Pathways that require a portfolio:

- Foundation Architecture
- Foundation Art and Design
- Foundation Fashion
- Foundation Jewellery
- Pre-Master's Art
- Pre-Master's Design
- Pre-Master's Fashion

† Unless you are progressing to BA (Hons) Fashion Business and Promotion.

Pathways that DO NOT require a portfolio:

- Foundation Media
- Pre-Master's Art Management
- Pre-Master's Media

In a portfolio submission, we need to see:

- Evidence of completed projects that show development, not just final outcomes.
- Evidence of the design process: hand-rendered concept through to final outcome.
- Examples of past sketchbook work that shows ability to source information and combine it in a creative way.
- Evidence of self-generated work – including the making of 3D objects.
- Evidence of research that links to further ideas, including knowledge of artistic context and current practice.
- Individuality and personality shown through the designs.
- Annotations, showing the ability to describe and explain the work and surrounding ideas, with some evidence of reflection and critical review.
- Knowledge of art and design contexts – with an understanding of current practices in the chosen specialism.
- Individuality and originality shown through the design solutions and final outcomes.
- Professional presentation.

Please note: General drawing and painting skills are considered but need to be part of a wider portfolio.

Additional considerations:

- Please send us your portfolio in JPEG or PDF format (via email). You need send us no more than 12 images.
- Please avoid sending originals to us, as these can be costly to mail and we cannot guarantee their safety – either in your country's postal service or that of the UK.

If you have any questions regarding your portfolio or the admissions procedure, please contact the BCUIIC Admissions Office at admissions@bcuic.bcu.ac.uk

We look forward to receiving your portfolio!



To apply, please visit:
www.bcu.ac.uk/bcuic



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