



**BIRMINGHAM CITY**  
University  
International College

# ART AND DESIGN PORTFOLIO REQUIREMENTS

This document is designed to help guide you through the creation and submission of your portfolio of work.

You will need to submit a portfolio for an Art and Design programme if:

- you want to enrol onto a 2-semester art and design programme\*
- you have no academic background in art and design
- you have a Level 5 qualification (such as an HND or a Dazhuan).

\* Providing your academic grades meet our minimum entry requirements.

# WHAT WE WANT TO SEE

The below table shows you what we need to see in your portfolio if you'd like to study our 3-semester programme and what we require if you'd like to study our 2-semester programme. (If you would like to enrol on a 2-semester Art and Design programme, you will see that we require slightly more.)

Compulsory elements	Portfolio for 3-semester programme	Portfolio for 2-semester programme
<b>Your initial ideas</b>	Hand-drawings	Hand-drawings and other examples from your sketchbook
<b>How you refined your initial ideas and developed them</b>	Basic annotations explaining: <ul style="list-style-type: none"> <li>• what you were trying to show</li> <li>• what worked well</li> <li>• what didn't work well</li> </ul>	Detailed annotations explaining: <ul style="list-style-type: none"> <li>• What you were trying to express</li> <li>• What worked well and why</li> <li>• What didn't work well and why</li> </ul>
<b>Evidence that you understand your subject</b>	Research into artists/designers within your area of specialism (for example, Fashion or Architecture) and who in particular has inspired you	Extensive research into artists/designers within your area of specialism (for example, Fashion or Architecture), who has inspired you and how they have inspired you
<b>Your final outcomes</b>	Might include one or more of the following formats: <ul style="list-style-type: none"> <li>• Photographs of physical models or images generated from digital 3D models</li> <li>• Fashion garments/shoots</li> <li>• Jewellery</li> <li>• Paintings</li> <li>• Prints</li> <li>• Videos</li> <li>• Illustrations</li> </ul>	Must include one or more of the following formats, presented in a professional manner: <ul style="list-style-type: none"> <li>• Photographs of physical models or images generated from digital 3D models</li> <li>• Fashion garments/shoots</li> <li>• Jewellery</li> <li>• Paintings</li> <li>• Prints</li> <li>• Videos</li> <li>• Illustrations</li> </ul>
<b>Evaluation of your final outcomes</b>	N/A	Detailed annotations explaining: <ul style="list-style-type: none"> <li>• Are you happy with your final outcome? Why/why not?</li> <li>• What could you have done to improve it?</li> <li>• What would you do differently next time?</li> </ul>

## 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 send by mail and we cannot guarantee their safety – either in your country's postal service or that of the UK.

### ANY QUERIES?

If you have any questions regarding your portfolio or the admissions procedure, please do not hesitate to contact us. You may also like to visit the [Art Portfolio Guidance page](#) on our website, which includes a range of short videos providing further guidance on building your portfolio depending on which art and design specialism you have chosen to study – such as Jewellery, Textile Design or Fashion. [www.bcuic.navitas.com/art-portfolio-guidance](http://www.bcuic.navitas.com/art-portfolio-guidance)

We look forward to receiving your portfolio!

W [www.bcu.ac.uk/bcuic](http://www.bcu.ac.uk/bcuic)

E [info@bcuic.bcu.ac.uk](mailto:info@bcuic.bcu.ac.uk)

