Winchester School of Art

UNIVERSITY OF Southampton

Portfolio Guidance Notes

Your portfolio is one of the most important parts of your application. It is your opportunity to show us your work, and it is our opportunity to find out more about you.

What do you want to see in my portfolio?

Your portfolio should demonstrate independent thinking and the ability to explore personal interests. We also want to see evidence of creativity and originality and a commitment to studying your chosen MA. Please choose only your most recent work, preferably from your undergraduate study.

Top tips:

- Do your research. Learn as much as you can about the course before you apply – read our prospectus, visit our website.
- Tailor what you include in your portfolio to your chosen programme.

How many pieces should I include?

For all MA studio based programmes we ask that you submit between 15 and 20 images that encompass a range of your work and that form a coherent portfolio. Please do not include everything you have ever done at undergraduate level.

How should I present my portfolio?

It is recommended that art portfolio items are supplied as image files that use a JPEG or PDF format. You may also choose to submit your portfolio as a PowerPoint, link to an online blog/website or QuickTime video. Clear, logical and professional presentation of your work is essential.

Information for Mature students

We understand that some applicants may not be coming directly from undergraduate study and may have to include work that is over a year old. We do welcome these applicants and will assess each application as a whole. Although life experience and any further courses you may have taken will be relevant, please still make sure that you include as much of your recent work in your portfolio as possible.

What should I write in a Personal Statement?

Personal Statements should be no more than 1 side of A4 paper. You should demonstrate the following:

- Your intentions for MA study.
- Your interest in the particular course and why you have chosen the University of Southampton.
- Your artistic and intellectual ability.
- The influences on your work and understanding of the course and of its setting in the art and design industry.

MA Fine Art

- Evidence of independent research in art practice and in thinking.
- Evidence of your knowledge and understanding of the broader contemporary art context.
- We want to see the development process you use to create your work in whatever medium or media that may be – stills or video (10 minutes, maximum, compressed video please).
- Please indicate scale, date and materials used in your work.

MA Design: Communication Design

- Evidence of exploring how design responds to developments in media and digital culture.
- Work that shows an innovative and experimental approach to tackling a design challenge.
- Work that demonstrates an engagement with the full range of contemporary 'communication design' not just graphics design.

MA Design: Fashion Design

- Evidence of the process behind final pieces e.g. drawing and sketches; try to include figurative drawings and Computer Aided Design (CAD) work.
- Examples of practical work including toiles/muslins and final garments or outfits.
- Images of your final work e.g. catwalk/runway show, 'look-book' or photo-shoot.
- Please include a variety of projects in your portfolio. Approximately 4-6 is recommended.

MA Design: Textile Design

- Evidence of the processes behind final work e.g. drawing and sketches; try to include observational drawings and Computer Aided Design (CAD) work.
- Examples of processes and techniques e.g. dyeing, screen printing, digital printing, woven textiles or special finishing techniques.
- Images of your final work e.g. either exhibitions or photo-shoots.
- Please include a variety of projects in your portfolio. Approximately 4-6 is recommended.

MA Design: Games Design and Art

- Evidence of interest in the visual area demonstrating some ability in drawing, sketching and possibly digital 3D work.
- Show some flair for developing simple games and apps with prototypes.
- Evidence of character depictions, ideas and narratives.
- The development of an idea through a storyboard.
- Any digital animation development.

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