School of Art & Design
Digital Portfolio advice

Illustration
BA (Hons)

As part of the Illustration application process, you may be invited to submit an digital portfolio to help us progress your application. Your digital portfolio is a great way to showcase your passion for the subject area and for us to learn more about you, whilst helping us shortlist interview candidates.

We would like to see 12 examples of your practical work and a piece of written work. These should be submitted as two separate files.

Here's a few handy tips…

Practical work

You should include a variety of work, such as:
- observational drawings / paintings / illustrations
- research and idea development using analysis and visualisation (please make clear which artwork is not your own)
- evidence of design process
- finished project work.

Format
- Please submit your practical work as a PDF or PowerPoint .
- It should be no more than 12 slides. To describe your process and how you develop ideas, feel free to include multiple images on each slide, plus short descriptions.
- Your digital portfolio should be submitted as a single unzipped file not exceeding 10mb.
- Where images are inserted into a presentation they must be in JPEG format, and a maximum of 72 dpi (dots per inch).

Written work

To support your digital portfolio, please supply a short written summary (500 words maximum) of the work you are submitting. This can include project briefs if available.

What we are looking for in your digital portfolio

- Your ability to source design ideas from a range of research activities.
- Your use of a visible design process for idea development.
- Your willingness to experiment using a range of media, materials and technologies.
- Your skills in observational drawing.
- The effectiveness of final design outcomes and presentation of work.
- The ability to express your ideas confidently in writing.

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What will happen next?

When we receive your digital portfolio, it will be reviewed by the course admissions tutor. Once a decision has been made on your application you will receive a notification through UCAS Track, or an interview invitation from the University.

It is essential that you submit your work by the given deadline – after this date we may be unable to consider your application, and an unsuccessful decision will be communicated to UCAS. If, however, you are unable to meet the deadline date but still wish to submit work for consideration, then please contact our friendly Admissions team on **+44 (0)115 848 4200**.

An electronic copy of your submission will be retained by NTU for the duration of the annual application cycle, but will not be held on file for longer than this, unless selected to help future applicants as part of our advice and guidance marketing material. Any work will be anonymised; if you would prefer us not to use your portfolio in any marketing material, please email **ad.ug-queries@ntu.ac.uk** and let us know.

We look forward to receiving your digital portfolio!

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