



BA (HONS) PRODUCT DESIGN

INTERVIEWS

The interview is first contact with our academic team and the start of your transition into University education. It also helps us to decide whether we feel you are suitable for the course, and will help you to decide if this is the right course for you.

The focus of your time with us at this stage is for you to interview us as much as us interview you; discuss your concerns and queries relating to the course structure, NTU, Nottingham City or University life in general.

The interview will last for up to two and a half hours during which you will have the opportunity to present your portfolio and discuss your skills, interests and personal philosophies. The outcome of which will help us to support you in your aspirations on the course.

During the interview we will be looking for:

Commitment

- a good knowledge of the course and an understanding of its specific features;
- well informed reasons for your decision to study this course; and
- a high level of enthusiasm for the subject and ideas about career goals.

Critical understanding

- evidence of critical thinking and knowledge of visual cultures;
- an awareness of contemporary art and design issues related to your subject choice; and
- an interest in exploring the wider context within which your subject operates.

Communication skills

- an ability to articulate your ideas and opinions verbally; and
- good interpersonal skills, such as listening and questioning.



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PORTFOLIO ADVICE

The below outlines the variety of work that we would like to see as part of your portfolio content:

- Please select a range of work which shows us who you are and what you are interested in, as well as showing a range of Art and Design skills.
- We are interested in looking at a variety of creative work, including design, photography, drawing, mixed media work, digital work, as applicable and relevant to your area of study. Due to the fact that some applicants have worked on more 'design' projects than others, your focus may vary. What matters most is your potential and passion for the subject.
- We like to see evidence of your working process, so bring your most relevant sketchbooks, plus a visual diary or scrapbook showing your Art / Design interests.
- If you have 3D work which you wish to show at interview, it is often useful to bring photographs rather than the actual piece, unless it is easily transportable.

Within portfolios and sketchbooks we will be looking for:

- a quality and range of visual concepts, and level of innovative thinking;
- good presentation and the ability to visualise ideas;
- your ability to handle a variety of technologies / materials / processes;
- your willingness to experiment in a range of visual media; and
- good observational skills in drawing.

We do not expect you to bring along specific types of equipment, computer hardware or software. If you do have any particular requirements and would like to bring extra equipment with you in order to demonstrate your portfolio work, please let us know when you confirm your interview with us.