



Nottingham
School of
Art & Design

DEVELOPING A CREATIVE PORTFOLIO FOR STUDY IN ART & DESIGN



Wallace Murdoch – Head of Academic Projects

Nottingham School of Art and Design

We offer a multi-disciplinary environment which spans from undergraduate to postgraduate taught and PhD and academic research to support collaboration:

Fashion, Textiles and Knitwear Design:

Fashion Design, Fashion Pattern Cutting, Fashion Knitwear Design and Knitted Textiles, Textile Design and Fashion Material and Technology (BSc)

Fashion, Management, Marketing and Communication:

Fashion Marketing and Branding, Fashion Promotion and Communication, Fashion Management, Creative Direction and Curation for Fashion, Fashion Analytics (BSc), International Fashion Business (top up)

Design and Digital Arts:

Graphic Design, Animation, Illustration, Photography, Fine Art, Filmmaking, Design for Stage Screen – Design for Theatre and Live Performance, Costume Design and Construction, Design for Film and Television, Games Design, Motion Graphics, Games Production (BSc), Film Production Technology (BSc)



Learning

by **Doing**



Our creative
community



Nottingham
School of
Art & Design

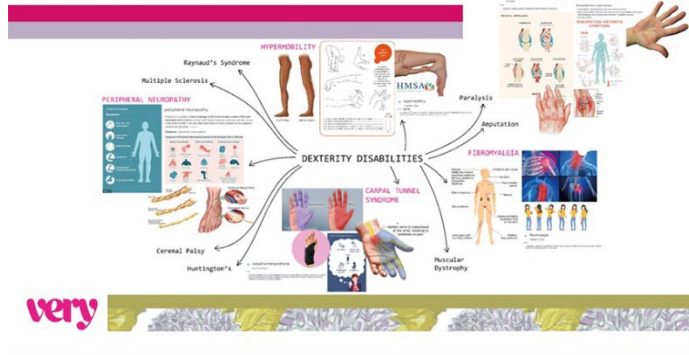


**Flexible
working
spaces**

Social Justice



CONCEPT MINDMAP



SENSORY VISION

Students: Fae Blake, Athelia White, Laura Walker, Issy Murphy, Sakshi Agwal



- Interactive samples designed for an inclusive multi-sensory space.
- Samples exploring tactility, playful construction and scent to engage multiple senses.
- Scent infused fabrics to induce relaxation and calm



Sustainable Thinking



Rebel Tartan project work by Alysia Gucci



Ella Storer explored the creation of biomaterials which will dissolve or biodegrade after being worn.



Francesca Morgan created a collection made entirely from donated fabrics



Grace Reeves created a collection of clothing from left over tents from festivals

<https://www.ntu.ac.uk/about-us/sustainability/sustainability-in-education/sustainability-in-practice>

UK education structure



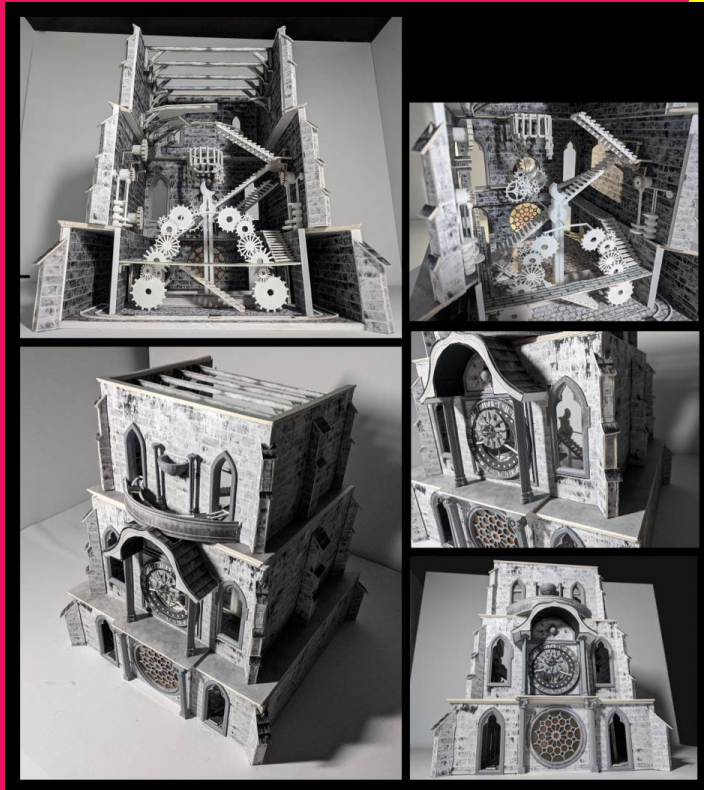
- High School – A level study
- Foundation in Art & Design – pre degree study
- Level1 – Fundamentals in specialist subject area
- Level 2 – Specialist subject development and application
- Level 3 – individual personalised creative development
- PG & Higher Level study

What should be in a portfolio?



Primary & secondary research
Your most interesting pieces
Unrefined & development work
A wide range of ideas and media
Experimentation with process
A creative journey - sketchbooks

Why do we ask for a portfolio?



It shows us YOU:

Your ability to develop ideas

Your individuality & imagination

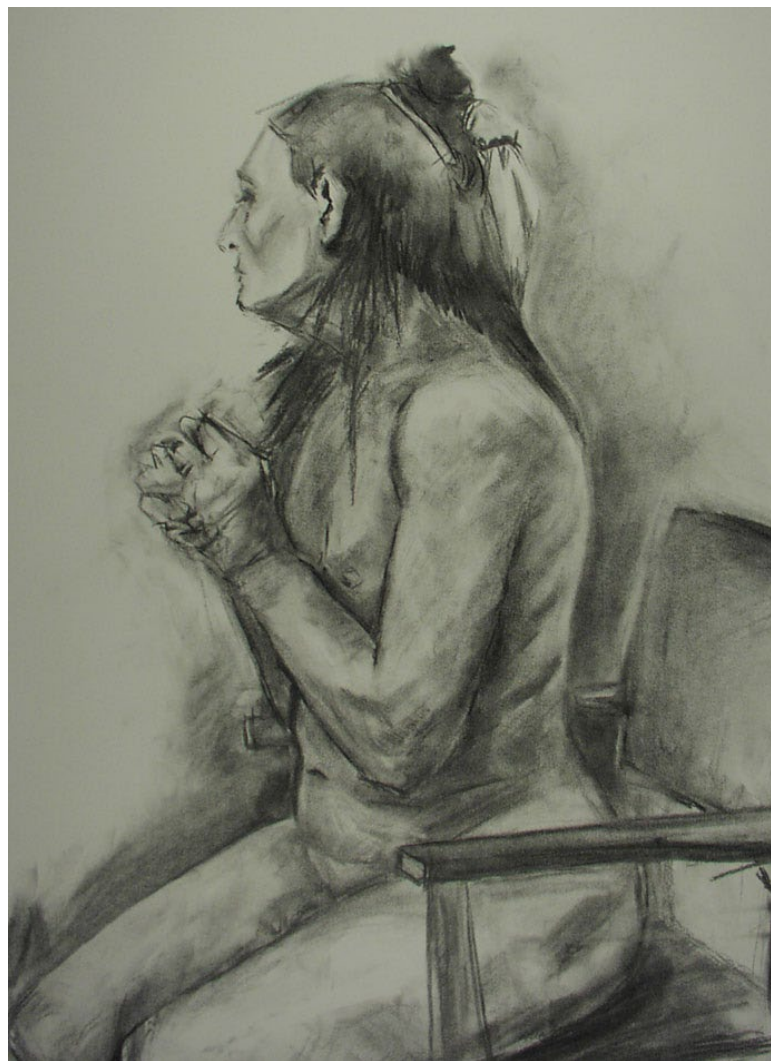
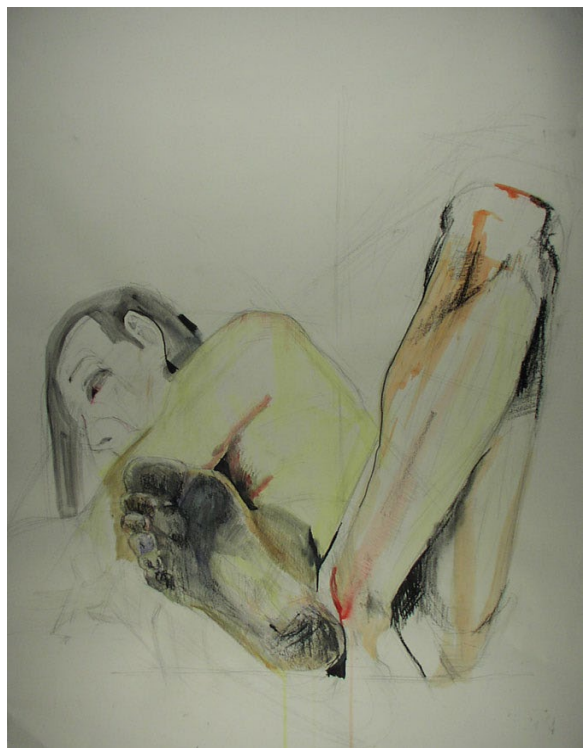
Your level of creative & technical skills

Your personality through your work

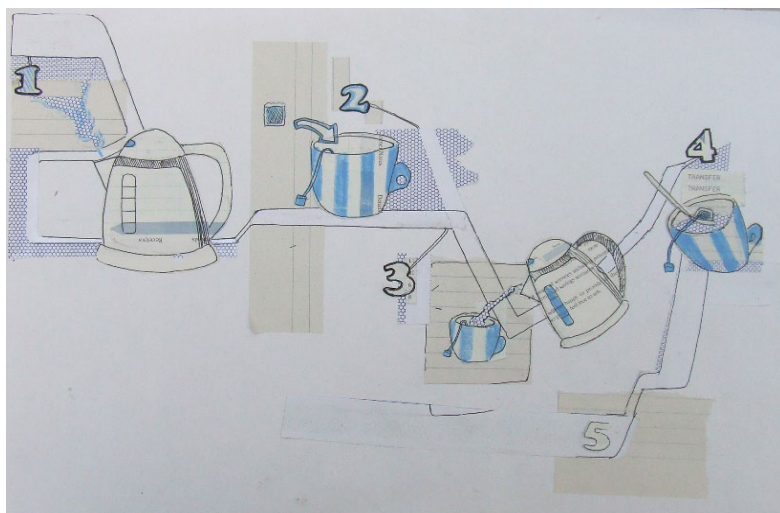
Undergraduate Portfolio



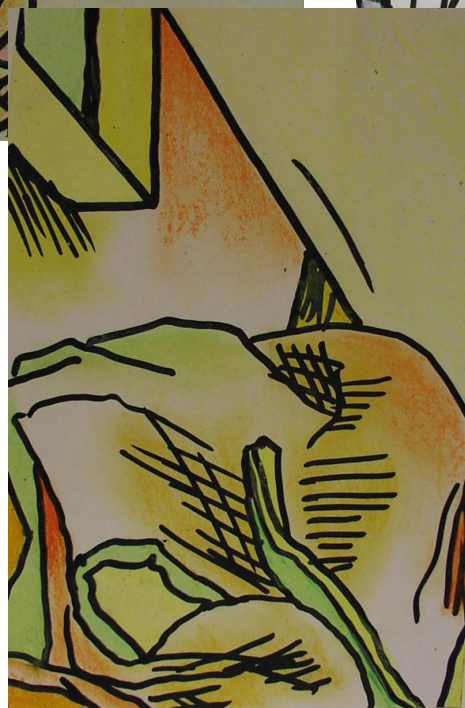
- Concepts & Ideas
- Core art & design skills
- Project-based
- Highly relevant to course of study
- Understanding of current issues & context
- Demonstrate passion for subject
- Check specific portfolio requirements
- Correct digital format



Life drawing



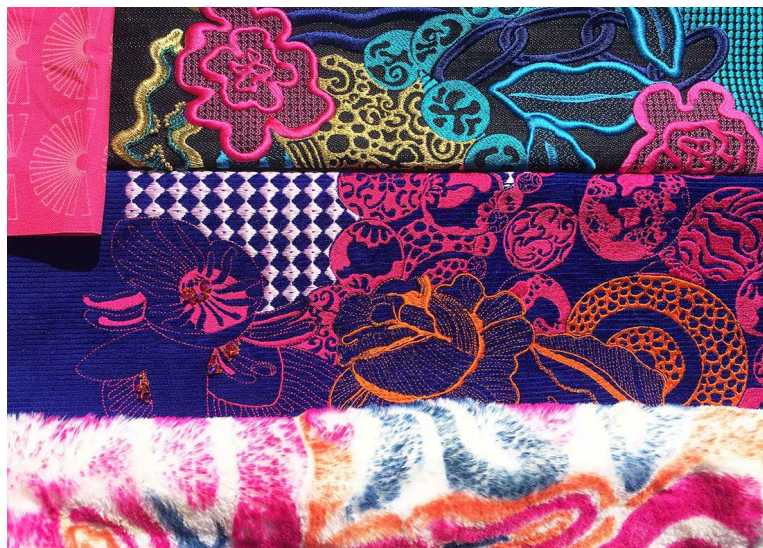
**Different
approaches
to drawing**



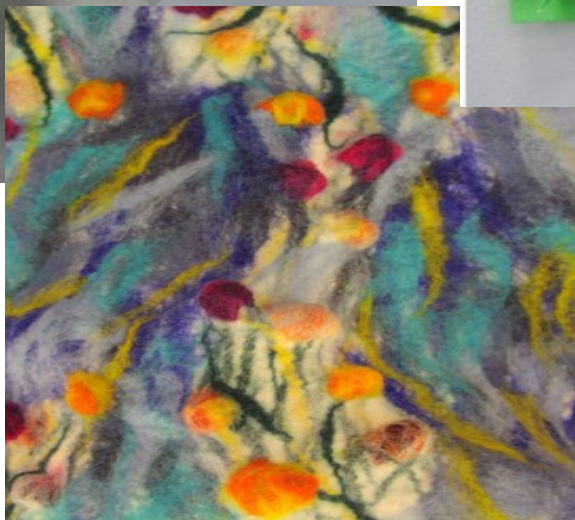
**Drawing with
a range of
media**



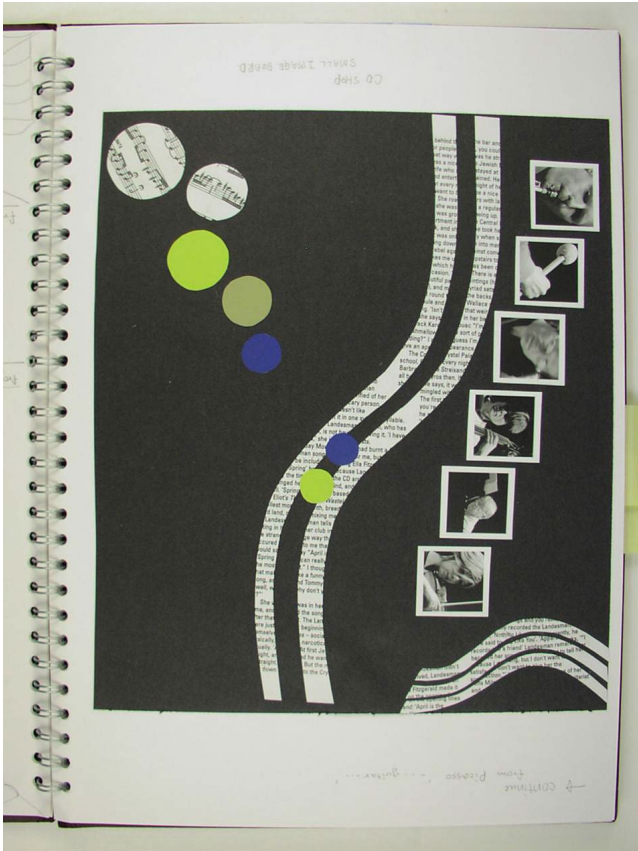
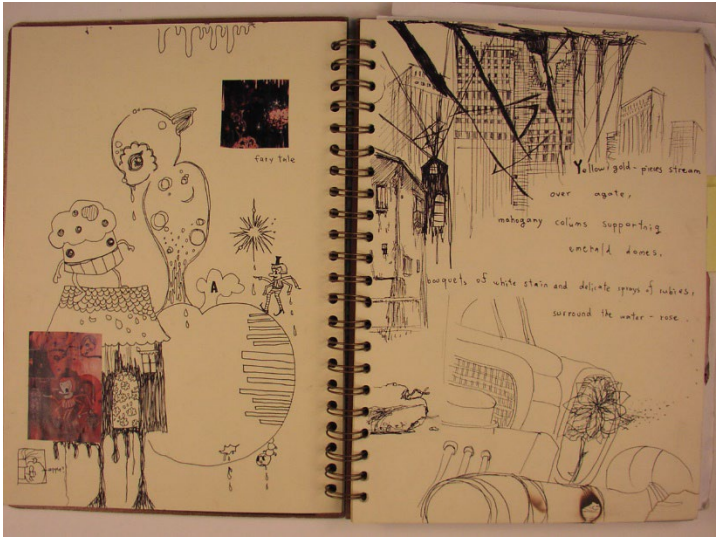
**Drawing for
a specialist
subject**



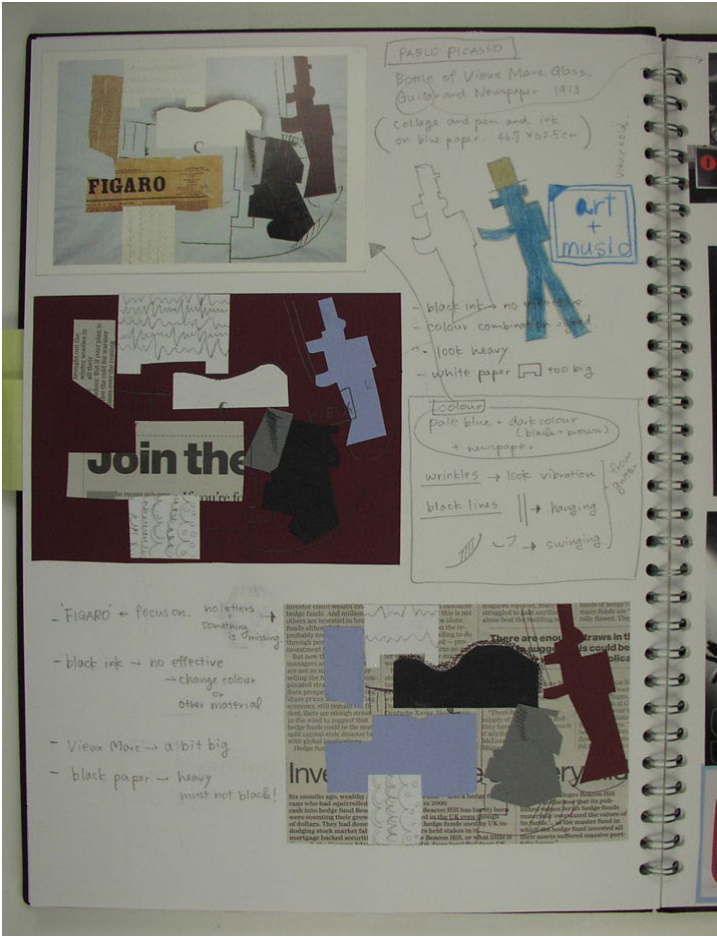
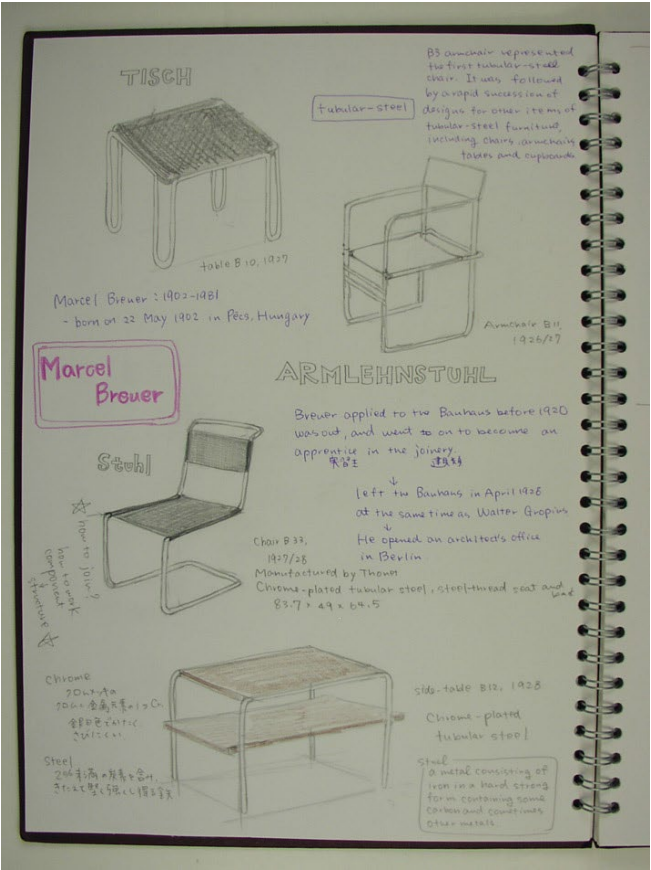
Exploring
colour in a
range of
media



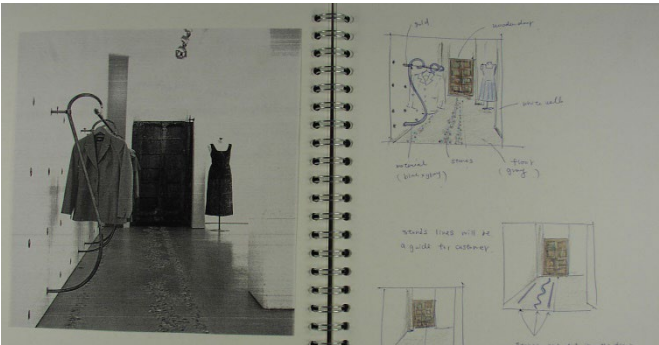
**Exploring
new media,
materials &
process**

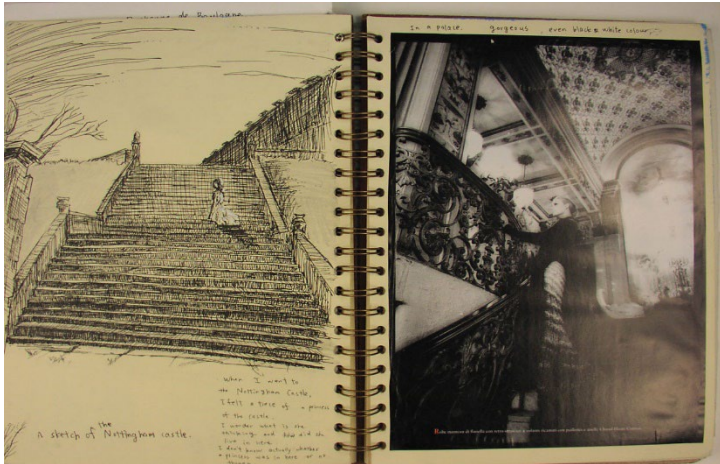
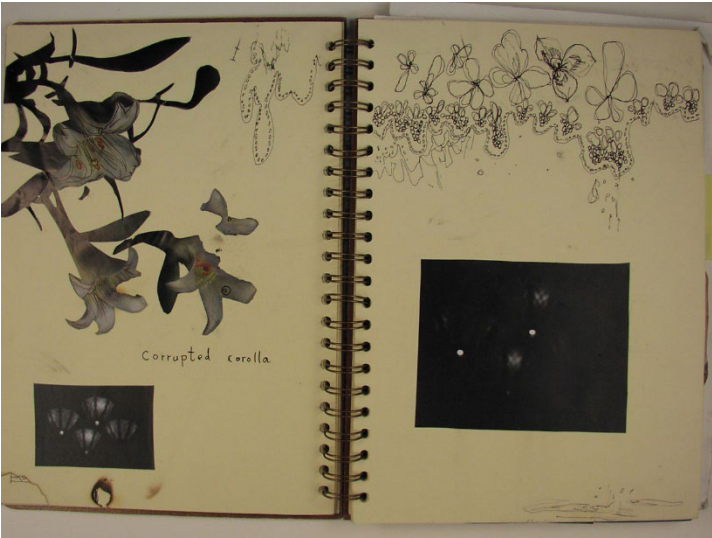


Ideas & sketchbooks



Sketchbooks - context





Individuality in sketchbooks



**Digital
creative
practice**



**Photography
creative
practice**



Nottingham
School of
Art & Design

Exploring concepts & ideas

DEVELOPING A CREATIVE PORTOFLIO FOR STUDY IN ART & DESIGN

VIDEOGRAPHY

I have self taught myself videography over the past few years. I use Final Cut Pro to edit my videos. Over the years, I understand more about the technique of filming. Editing wise I've learnt about colour correcting, transitions, sound design, music and effects.



"When fall comes" Duration: 50 seconds

Short film. Filmed with DSLR. Wanted to try a different style/genre of cinematography. Working with colour correction and editing effects for this project.



Duration: 1 minute 20 seconds

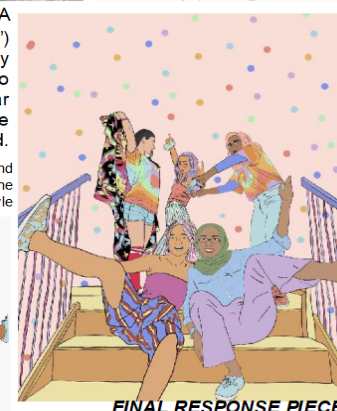
Video made during internship. Filmed with DSLR camera and a drone. Mainly focused on sound design.

IDENTITY PROJECT DIGITAL ART



"像你这样的女孩" ("A girl like you")
Process of my response. Used a photo with a similar impression to the one the artist has used.

Changed the colours and background after finishing the artwork to match the artist style



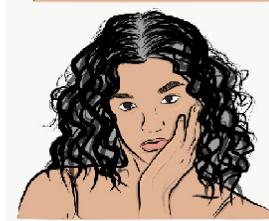
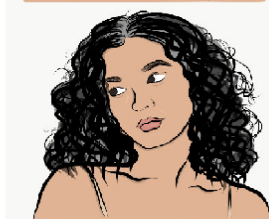
FINAL RESPONSE PIECE



Laura Callaghan - artist study and inspiration. I really liked the use colours and also the feminist message behind it.

FIRST ATTEMPT WITH DIGITAL ART

Used Adobe Draw, where I was able to experiment with the different **brushes**. These images allowed me to practice **facial features** of the girl.



Individual piece I did to practise Digital Art



Nottingham
School of
Art & Design

UG subject specific process

DEVELOPING A CREATIVE PORTOFLIO FOR STUDY IN ART & DESIGN

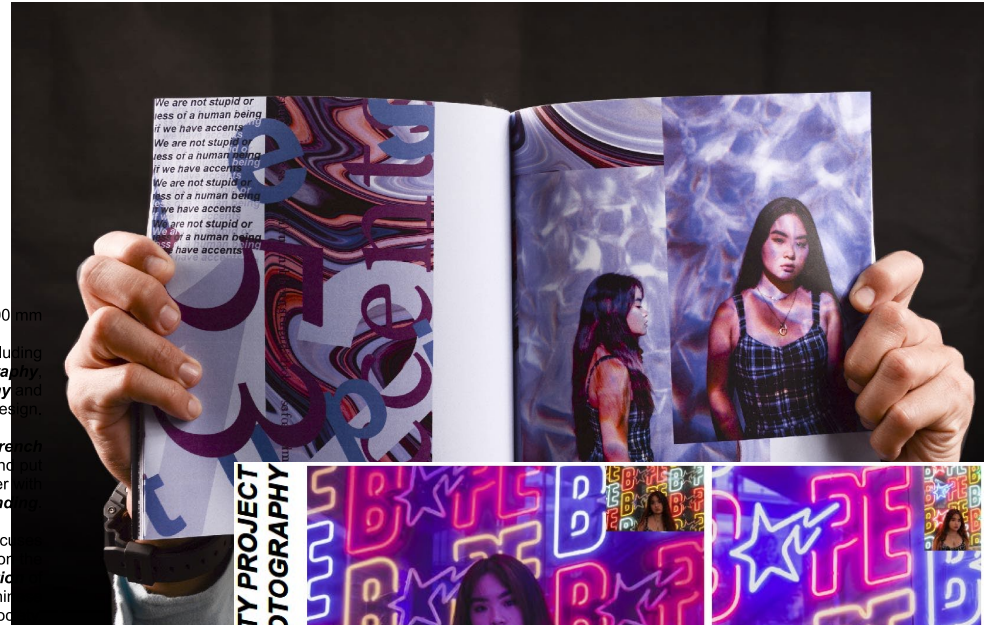
IDENTITY PROJECT MAGAZINE

Size: 400 x 200 mm

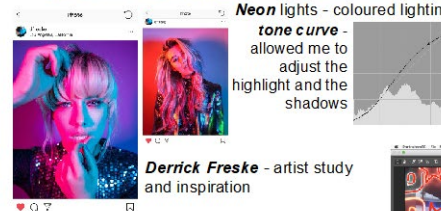
Magazine - including
photography,
typography and
pattern design.

Printed in **French**
folding style and put
together with
Japanese binding.

This project focuses on
or
misrepresentation
Asian Chinese
Women in social



IDENTITY PROJECT PHOTOGRAPHY



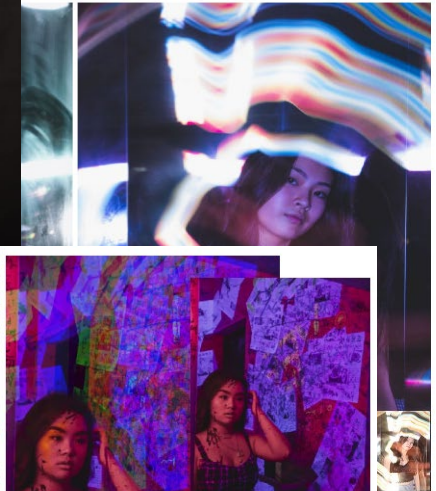
Neon lights - coloured lighting
tone curve -
allowed me to
adjust the
highlight and the
shadows

Derrick Freske - artist study
and inspiration

Like the use of **colour** and **lights** in his images

Emphasised on purple to carry out the
colour scheme. Changed the **hues** to

PATTERN DESIGN



Created the **glitch**
effect through the
blending options



Created a gif in photoshop as the images
were taken on the wrong shutter speed so,
emphasised on the **movement** and made the
images glitch



Nottingham
School of
Art & Design

DEVELOPING A CREATIVE PORTOFLIO FOR STUDY IN ART & DESIGN

UG level -
subject
specific
development



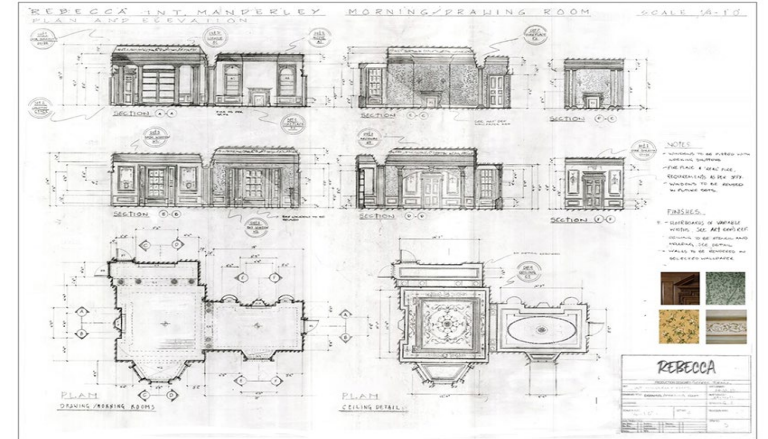
Demonstrating your process

- Demonstrate your understanding of how to successfully answer a range of project briefs
- Demonstrate the ability to gather and use visual research from a wide variety of sources and apply this effectively within each stage of the creative process
- Demonstrate the ability to understand where your work fits within a particular market context and develop market research accordingly
- Demonstrate the ability to translate ideas from 2D to 3D and document this working process in order to demonstrate your level of analysis and evaluation within your subject area



Demonstrating your process

- Demonstrate the ability to explore and apply colour and select, experiment and apply relevant media for an appropriate final product outcome
- Demonstrate the required technical and manufacturing skills appropriate to your specialist subject
- Demonstrate a personal working methodology and working process that communicates your understanding of each stage of the design process from concept to design development and final design application
- Demonstrate originality and your personality through your creative approach to problem solving



Postgraduate Portfolio



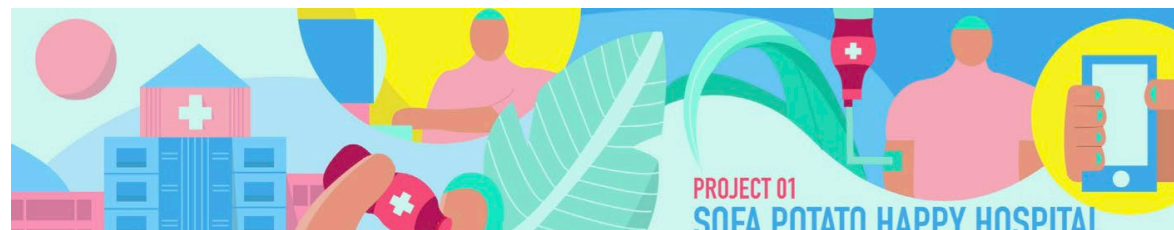
Individual & personal creative ideas in sketch/ideas books
Examples of how your concepts & ideas have informed your creative development
Evidence of your individual research methodology & working process
Examples of your technical knowledge & understanding of your specialist subject
Evidence of fully resolved professional creative outcomes



Nottingham
School of
Art & Design

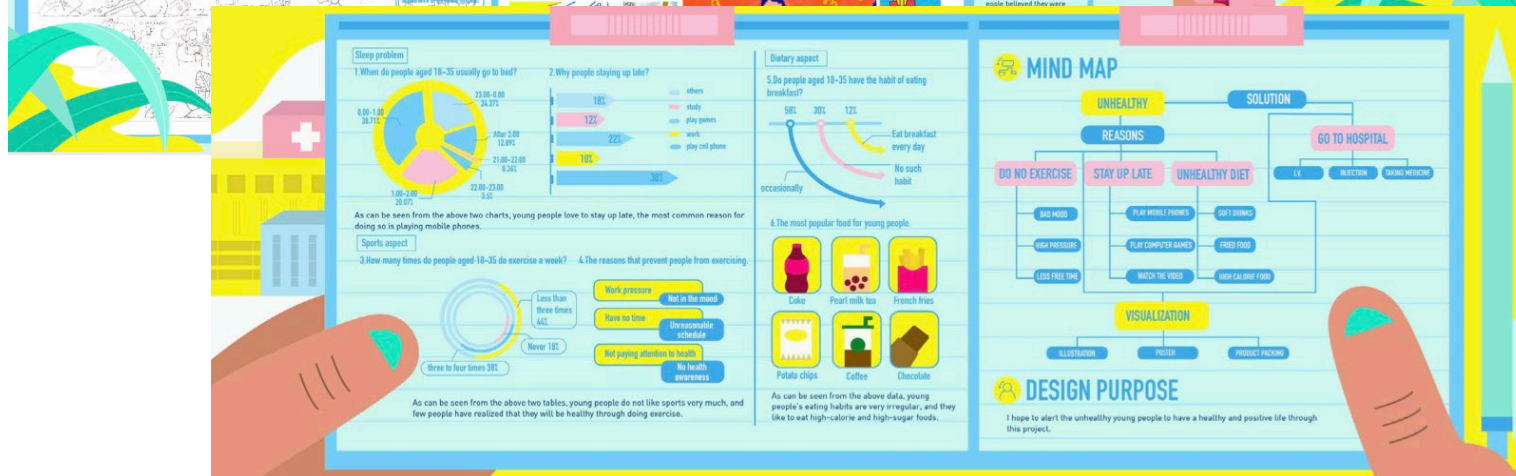
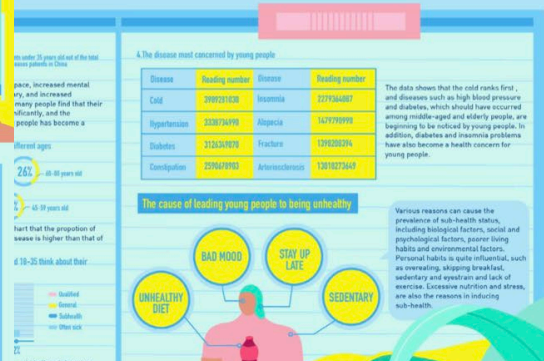
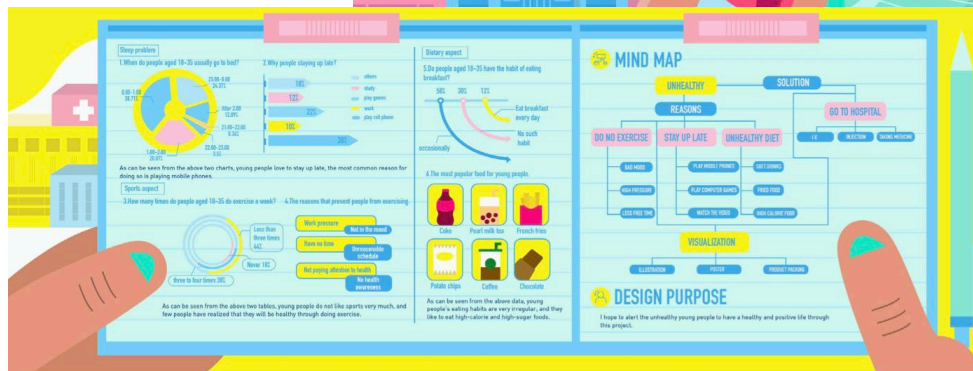
DEVELOPING A CREATIVE PORTFOLIO FOR STUDY IN ART & DESIGN

PGT- Individual creative journey

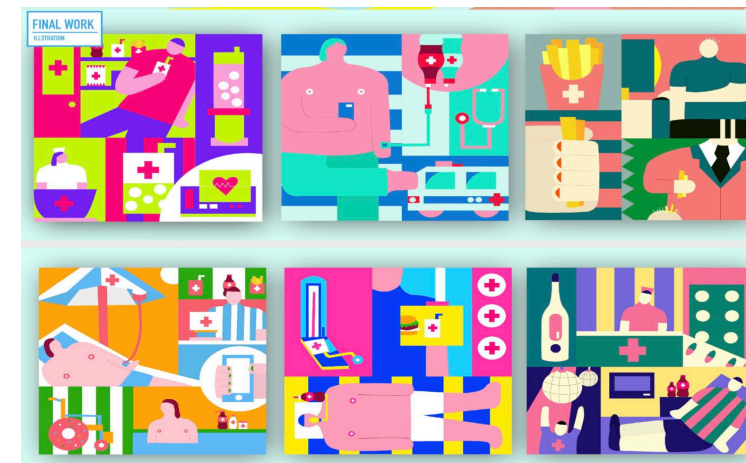


PROJECT 01 SOFA POTATO HAPPY HOSPITAL ILLUSTRATION / PACKING DESIGN

In recent years, the rate of young people's getting ill is becoming higher and higher, and the situation should be attributed to the fact that they pay no attention to reasonable arrangements for work and rest, staying up late, paying no attention to diet or exercise. They always think that they are still too young to be ill. They don't know that they have already been. The fat and happy hospital is created for the purpose of accompanying young people in these market conditions.



Resolved creative solutions

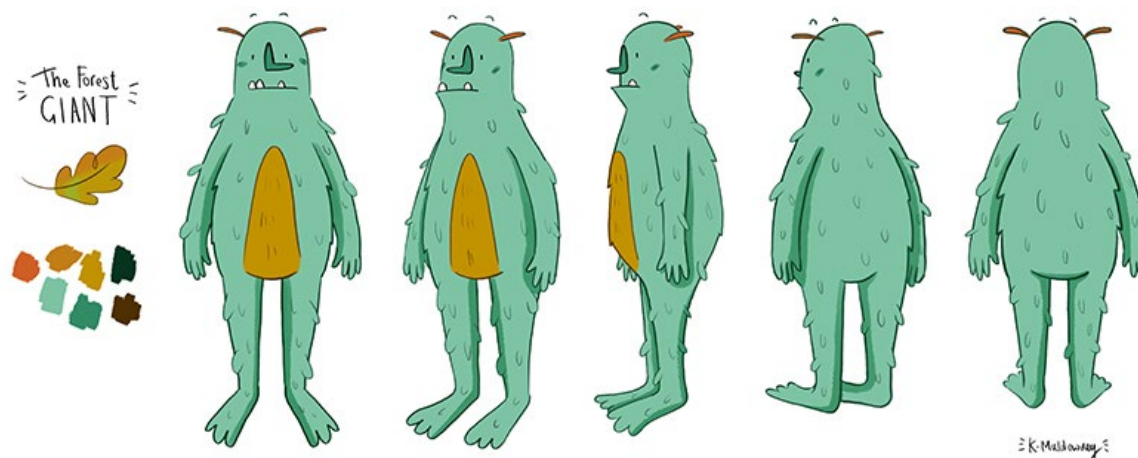




Nottingham
School of
Art & Design

DEVELOPING A CREATIVE PORTOFLIO FOR STUDY IN ART & DESIGN

Idea development & process





Nottingham
School of
Art & Design

DEVELOPING A CREATIVE PORTOFLIO FOR STUDY IN ART & DESIGN

Techniques & process





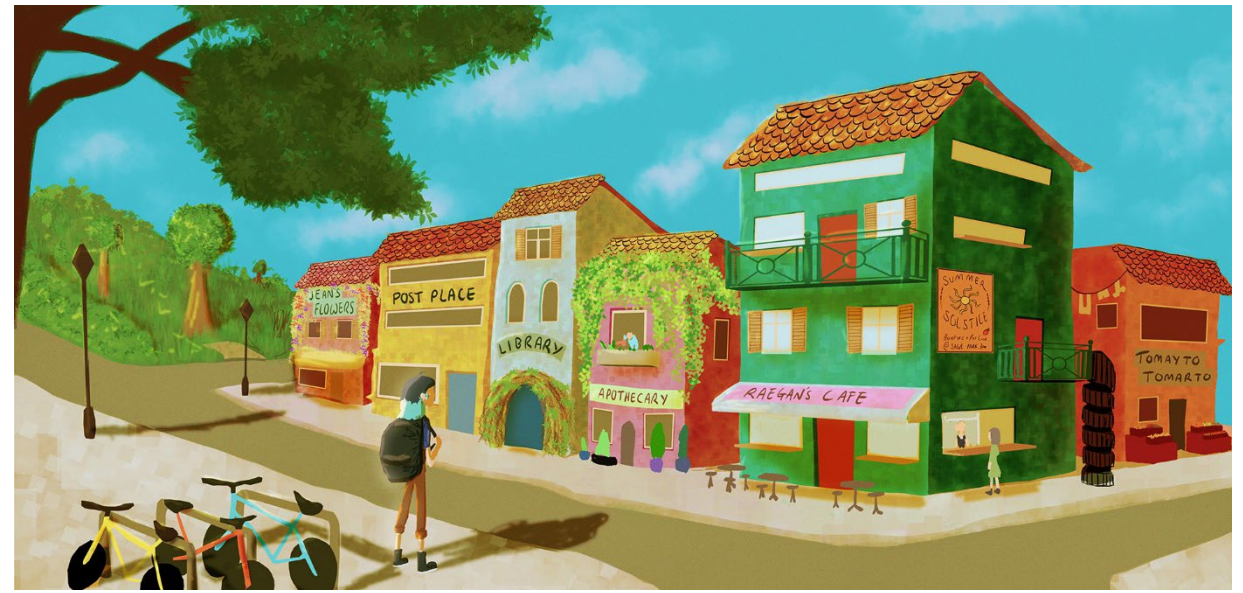
Nottingham
School of
Art & Design

Final product outcomes

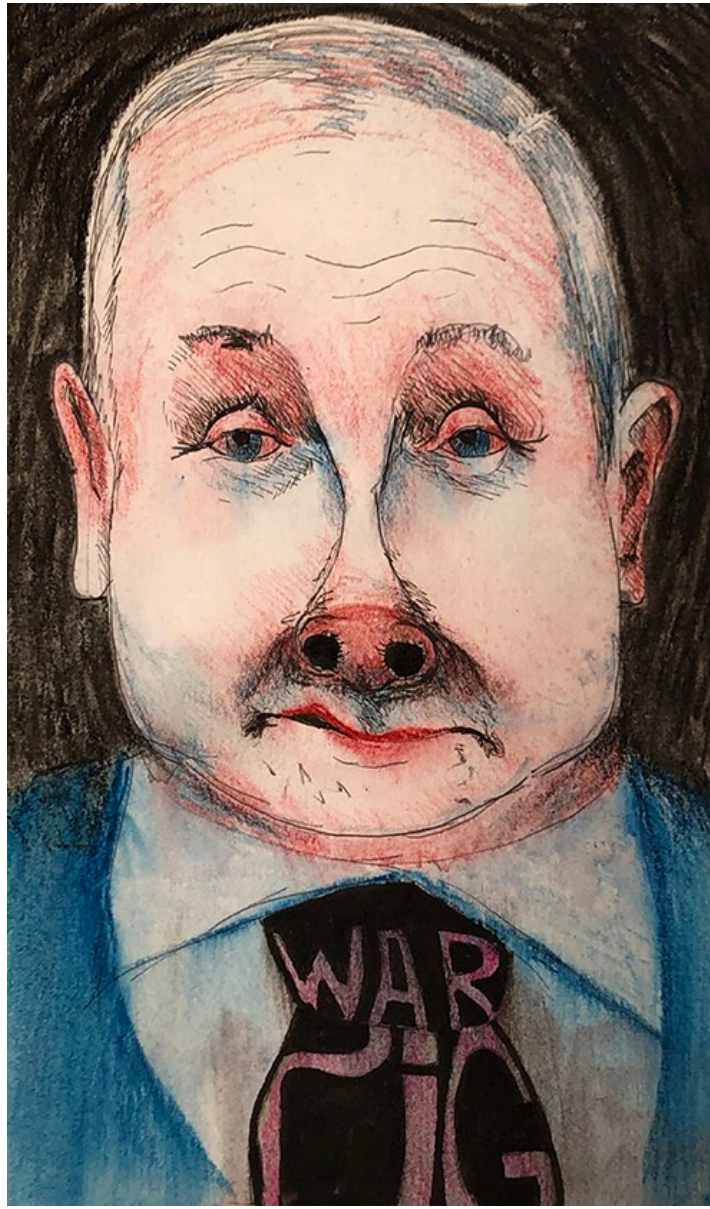


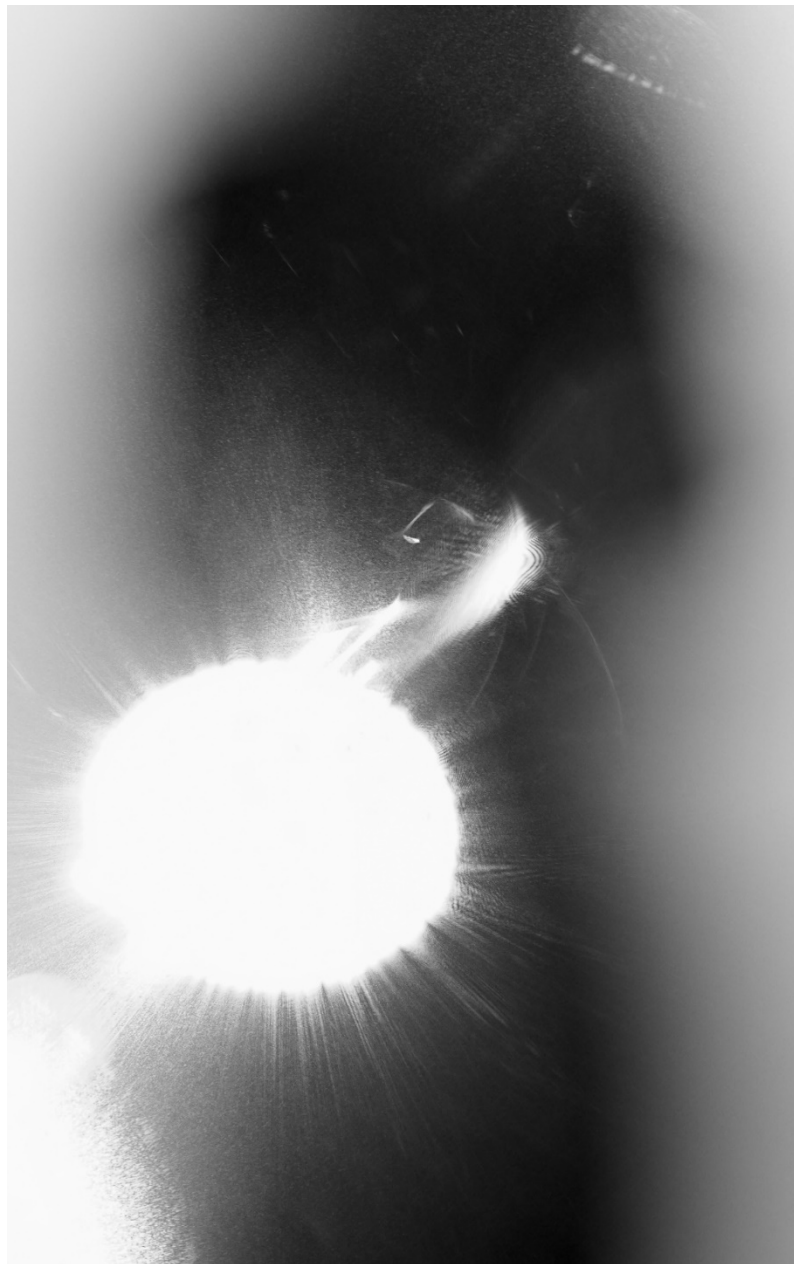
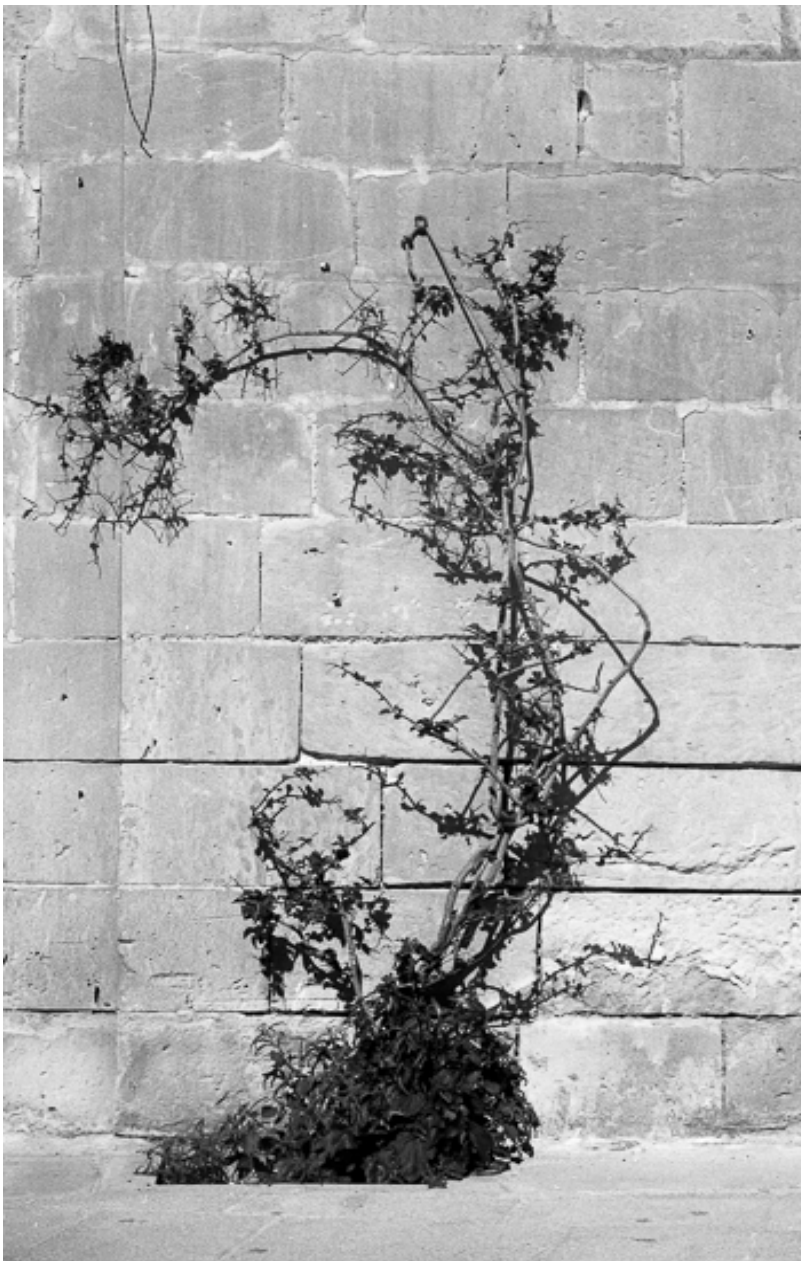


MA Graphic Communication – individual creative approaches



MA Animation- showcasing your creativity and personality



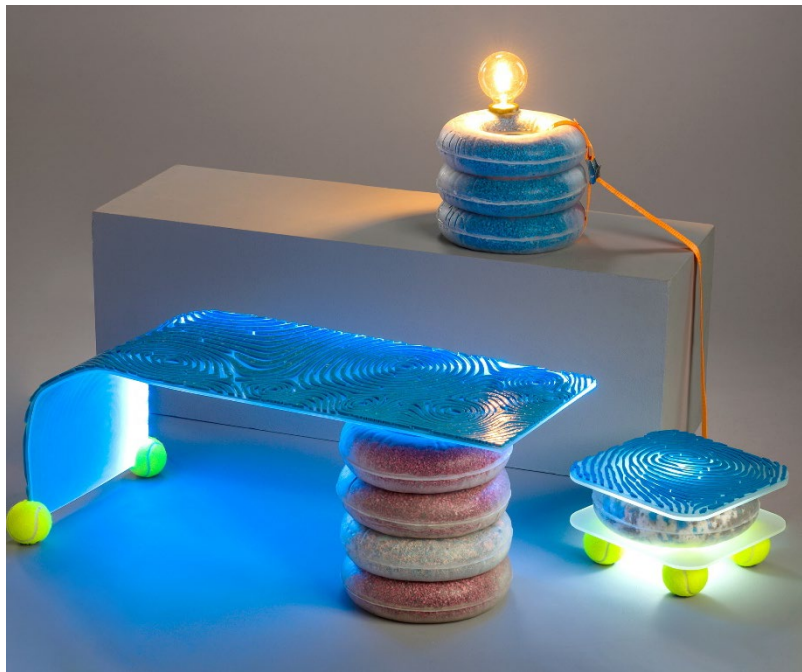
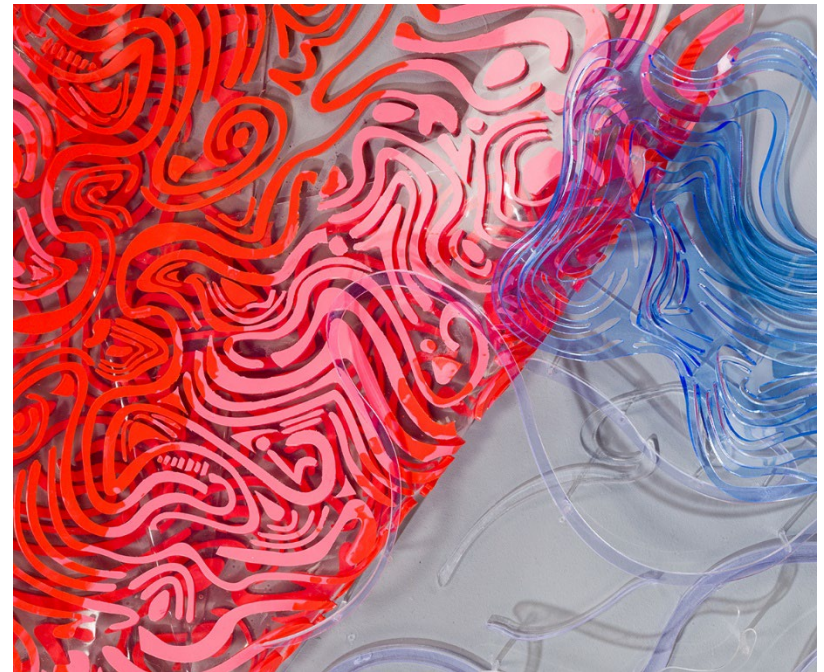


MA Photography



MA Fashion





MA Personal Statement

When writing a personal statement it should be clear and concise and demonstrate that you understand the focus of your course of study and the opportunities that it will provide. Please include:

- Your reason for undertaking postgraduate study
- Your reasons for applying for the specialist course of study at NTU
- Your interest experience and knowledge within your specialist subject area
- How you feel that your skills and knowledge will contribute to your specialist course and the broader postgraduate community at NTU
- How your chosen course of study will enable you to reach your future career goals & ambitions



Some common portfolio mistakes



- Too much of the same type of work
- All finished pieces, no workings
- Copying other's work
- No annotations or badly organized
- Focused on aesthetic, not content
- Boring or formulaic



The building will accommodate a range of *creative technology spaces* that support our ambition to offer real world work like experiences with the introduction of a virtual production space, and innovation spaces where students can explore and play with the latest technologies.



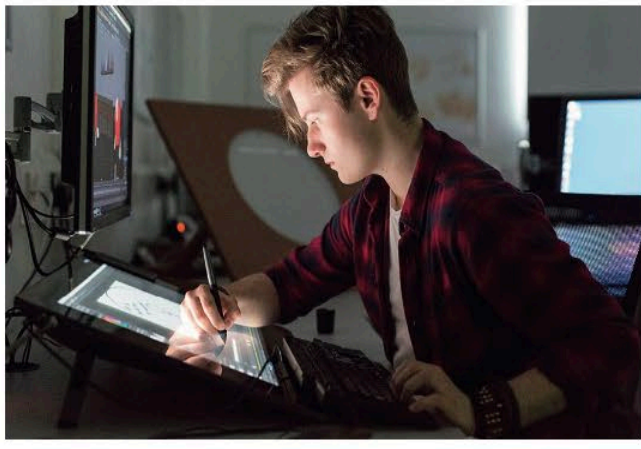
Moving Image

Filmmaking, Film Prod Tech, TV Prod Tech



Digital Screen Arts

Animation, Games Prod, Games Art, VFX Prod Tech, Visual Effects (VFX)

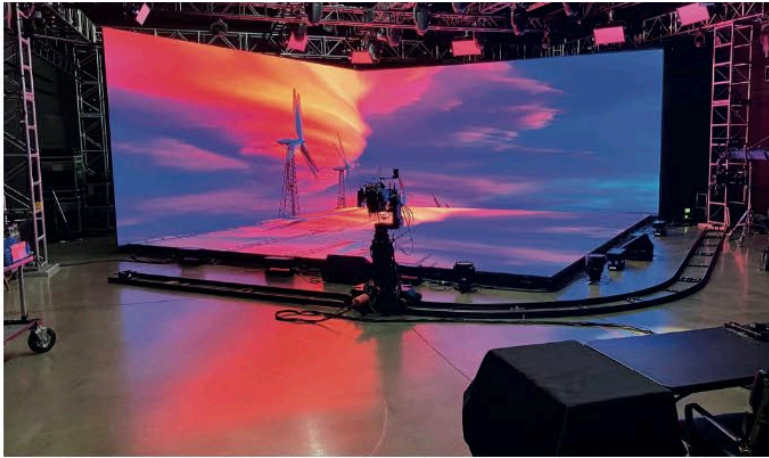


Visual Communication

Graphic Design, Illustration, UX Design



LED virtual set



Large Studio

LED virtual set

180-270 Degree LED video wall for combining real sets with digital 3D environments on screen, allowing real-time editing during shooting. This is an emerging and cutting edge technology preparing students for the industry.

Augmented Reality

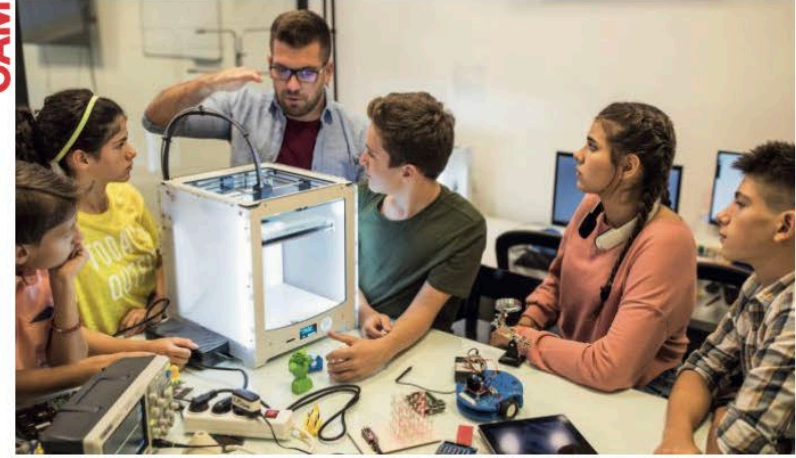


Digital Innovation Lab AR

Augmented Reality

Projection mapping software provided in the digital innovation lab. Digital innovation lab's are spaces to incubate digital transformation initiatives by streamlining the process from idea generation to implementation. The creation of an innovation lab is a popular tactic among technology leaders to foster growth and promote new ideas. The school intend to host 'artists in residence' and industry partners here.

CAM



Digital Innovation Lab Workshop

The Digital innovation lab' workshop

To house the computer aided manufacturing such as 3D printing, laser cutting, hardware productions such as computer chip soldering (such as raspberry Pi).

Motion Capture

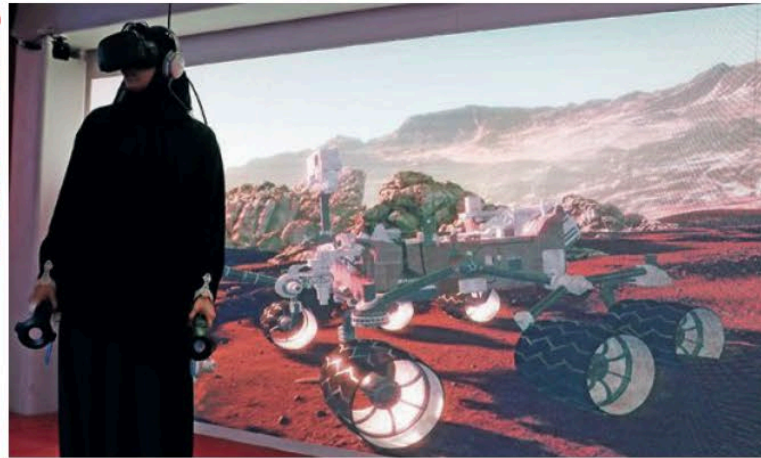


Green Screen VFX Studio

Green Screen Visual Effect Studio

Fitted with the latest OptiTrack Technology (motion capture).

Virtual Reality

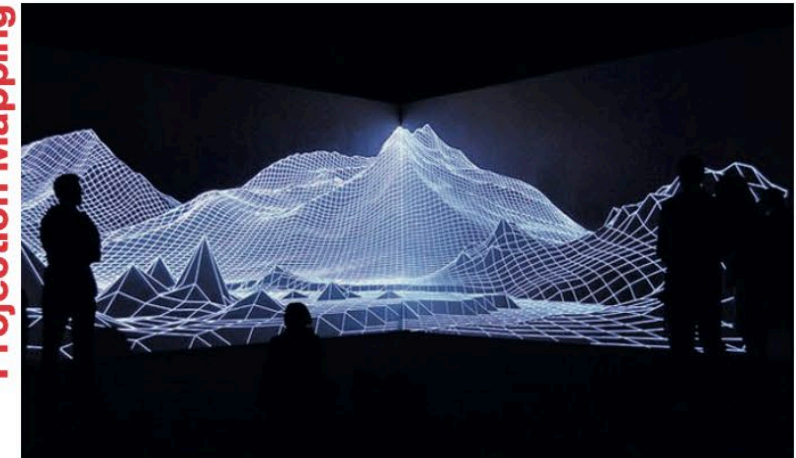


Black Box Studio

Black box studio

Controlled environmental conditions will support immersive Projection mapping & Virtual Reality.

Projection Mapping



Black Box Studio / Digital Innovation Lab AR



BA Games Art

BSc Games Design



BA VFX Art &
BSc VFX Technical Direction
BSc Film Technology
BSc TV Production



BA Fashion Photography

BA Sports Photography



A detailed cyberpunk street scene at night. The street is wet and reflective, mirroring the colorful neon lights. On the left, a person in a dark coat holds a black umbrella. In the center, a white shield-shaped frame highlights a section of the street. To the right, another person in a dark coat is visible. The background is filled with multi-story buildings, dense power lines, and various neon signs in red, yellow, and blue. The overall atmosphere is futuristic and urban.

Thank You



Nottingham
School of
Art & Design