

Applicants for the **BA (Hons) in Fashion Design** at Griffith College must submit a portfolio for assessment to Griffith College Dublin in person on a designated portfolio review date.

The College will not retain the portfolio. Please contact keith.styles@gcd.ie or the **Admissions Office** at 01 415 0415 to apply for a portfolio review.

CAO COURSE CODES

Level 8 BA (Hons) in Fashion Design: GC494



GRIFFITH COLLEGE

Admissions Office

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Emma Collopy

B.A. in Fashion Design
1st Year Fashion Design
Winner Jennifer Rothwell
Internship Award



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GRIFFITH COLLEGE

BA (Hons) in Fashion Design

Portfolio Guidelines 2013

Portfolio

A portfolio is a collection of work that shows the applicant's skills and knowledge across a number of projects or studies. It is a visual representation of interests, explorations and final pieces.

Ideally, a portfolio should include work done in school, further education courses or independently during the years prior to application. It is important that your portfolio demonstrates your ability to develop ideas in visual form: from initial visual research through to intelligent completed work. If you are currently studying on a course that has a fashion element, you may include some of your project work.

We are interested in seeing any project that has involved creative decision-making, evidence of working with materials or processes with skill, confidence and artistic self-expression.

Typically, a portfolio should comprise of a sketchbook, examples of investigation and development concluding to final pieces. This can include drawing (observation and life), colour study, photography, collage, mixed media experimentation, fabric explorations, written notes and presentation sheets. Three-dimensional pieces are best photographed and presented within the portfolio.

Including garments is not encouraged and should only be presented in the most EXCEPTIONAL circumstances, for example if they are of special interest due to an unusual form of embellishment.

Presentation

All work must be presented flat and contained within a single portfolio case, individual items will not be accepted. Portfolios must be marked with the applicant's name and address both on the front and inside cover and individual pieces must each be identified with the applicant's name and address. It should be securely presented but easily opened and should not contain glass or picture frames.

The authenticity of the portfolio must be attested by the School Principal, Art Teacher or another responsible person (not related to the applicant) as being the applicant's own work.

Content

The portfolio should contain a number of projects or studies showing sketchbooks with research, personal drawings with explorations of ideas, together with final pieces. Remember it is important to demonstrate your ability to develop ideas in visual form, from initial visual research and experimentation through to finished work. Photographs of three-dimensional and large two-dimensional work may also be included. The content may be selected with the help of the applicant's art teacher but it must represent the applicant's own ideas.

It is the range and diversity of artistically informed ideas that are applied to the chosen subject matter that is important and not the subject matter itself. The portfolio is judged on the quality of the work, rather than the quantity.

Duplication should be avoided and do not include inferior examples to make up quantity. If you only have a few pieces they may be sufficient. If you have plenty, select work that directly relates to your most effective projects or are an extension of ideas from your sketchbooks or worksheets.

The portfolio is a representation of your interests, skills and creativity; and the visual research leading to the final pieces is as important as the finished work.



1 Sketchbooks

Notebooks containing exploration of idea through observational drawing and experimentation.



2 Finished Work

Finished work, demonstrating completed ideas, drawings or design.



3 Photos of Work

Include photos of large 2D or 3D work.



Assessment Criteria

Portfolios will be awarded points out of 300, 120 being the minimum entry requirement. Marks will be awarded on the basis of how the selected pieces demonstrate the ability of the applicant to develop ideas from initial observations, which express artistic confidence. A significant component in the awarding of marks is the extent to which the portfolio represents the creative and independent work of the applicant.

Observation

Evidence of hand-eye skills and drawing ability.
100 points

Originality

Demonstrate lateral and creative thinking.
100 points

Creative Process

Articulation of a sustained idea or concept.
100 points

