

Griffith College Dublin PORTFOLIO BRIEF for Entry into the;

CAO Course Code

- BA (Hons) in Fashion Design, Level 8: GC494*

What is the Portfolio Brief?

The Brief is designed to provide you with an understanding of a portfolio, what to include and outlines the expectations of visual study in terms of volume and quality of work. The brief guides you through a number of clearly identified criteria and is designed to aid you in creating a cohesive body of work.

Who is the Brief for?

- Applicants who haven't a portfolio and need a guide
- Applicants who wish to update their current portfolio

What is a Portfolio?

A portfolio is a collection of work that shows your skills, experimentation, ideas and knowledge through a series of projects. It is a visual representation of your personal interests, explorations and final pieces telling a clear story. Ideally your portfolio should include work done in school, further education courses or independently during the years prior to application. If you are currently studying on a course that has a fashion element, you may include some of your project work.

What should my portfolio show?

We are interested to see your artistic ability and personal vision. We would like to see a project that involves your creative decision-making showing evidence of skill, confidence and creative self-expression.

Remember the quality of your work and the presentation reflects not only your creativity and talent, but also show your thought process and the consideration you have given towards the project. It is important that your portfolio pieces are well selected and put in a chronological order. The portfolio is judged on the quality of the work rather than the quantity, duplication should be avoided.

What should I include in my portfolio?

Notebook/s - A visual notebook recording imagery

Worksheets - A worksheet is a larger format (A1 or A2 pages) for gathering visual information, ideas related to a particular theme or topic. Any medium can be used – drawing, painting, collage, photographs; whichever is appropriate.

For convenience in packing, the worksheets should be essentially two-dimensional and therefore should contain photographs of any three dimensional pieces.

How is the Portfolio assessed?

Portfolios are awarded points out of 300, 120 being the minimum entry requirement.

- Observation** - Evidence of hand-eye skills. **100 points** (*Demonstrate drawing skills from observation; do include life drawing, do not include drawing from photographs or tracing.*)
- Originality** - Demonstrate lateral and creative thinking. **100 points** (*Demonstrate the ability to develop ideas in a visual and creative form using a variety of media.*)
- Creative Process** - Articulation of a sustained idea or concept. **100 point** (*Demonstrate the exploration of an idea, from initial visual research through to a completed work.*)

See Brief on Following Page

PORTFOLIO BRIEF

There are five parts to this brief each of which must include the following elements:

1. NOTEBOOK - MINIMUM X 1

A visual notebook should show the development of your work and ideas, documenting your creative journey and showing your thought process. The notebook is about recording, researching and generating ideas through various mediums of your choice e.g. drawing, sketching, painting, collage, photography, digital drawing. Some of the work in your notebook may not be perfectly finished pieces. You may include thumbnail drawings, details, colours, materials, design ideas, notes, photographs etc.

2. OBSERVATION - MINIMUM X 4 Work Sheets

Examine and analyze the shape, form, proportion of your chosen subject/s. Explore various mark making techniques and freehand drawing studies to examine and analyze shape, proportion, scale, shading, tone, texture and colour. We want to see your ability to coordinate hand/eye skills, and how you can observe and visually record what you see.

Do not trace or copy flat images or photographs, you should be working from real people and real object/subject matters.

3. DEVELOPMENT - MINIMUM X 4 Work Sheets

Following your observational work show evidence of how you process and develop ideas. Demonstrate an ability to sustain ideas through experimentation and exploration of subject/sources using a variety of media.

4. CONCLUSIVE / FINAL Work – MINIMUM X 2 Work Sheets

Emulate your development studies to create something creative and original (these do not have to be fashion garments).

5. LIFE DRAWING – MINIMUM X 4 Work Sheets

Draw the human figure in its various poses. You must draw from a real person, either clothed or unclothed and may use a variety of mediums for example charcoal, pastel, paint, pencil or other drawing tools. Do not trace or copy from magazines or other 2D images.

PRESENTATION

- The authenticity of the portfolio must be attested by the School Principal, Art Teacher or another responsible person (not a relative), as being the applicant's own work.
- 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 applicants name and address, including any sketchbooks.
- Submit only photographs of 3-dimensional or delicate work.
- It should be securely presented but easily opened and should not contain glass or picture frames. Do not include any material that could leak out, burst open, or be hazardous in any way.
- N.B. Portfolios in excess of 10 kilos will not be accepted.

Applicants for the BA (Hons) in Fashion Design at Griffith College must submit a portfolio for assessment to Griffith College Dublin on the designated portfolio review date. The college will not retain the portfolio. For further information, please contact Griffith College Dublin Admissions Office on (01) 4150400