



BACHELOR OF DESIGN ARTS

INTERVIEW & PORTFOLIO GUIDE
CREATIVE ENTRY



CREATIVE ENTRY: ADMISSIONS PROCESS

All applicants for Creative Entry to the Academy of Design Australia are required to attend an interview and present a portfolio of recent creative work. An Academy Admissions Advisor is responsible for initially assessing the eligibility of applications via Academic Entry and Creative Entry. Applicants who apply for Creative Entry will be contacted to arrange a time for the interview and portfolio review.

THE PORTFOLIO

While not expected to be of professional quality, the portfolio should demonstrate a range of creative and technical skills relevant to the major and/or sub-major in which you are interested.

WHAT IS A PORTFOLIO?

A portfolio is a collection of your art, design, media or written work. The portfolio should demonstrate a range of creative and technical skills relevant to the major and/or sub-major in which you are interested. The portfolio must include:

- **A cover letter** that explains your interest in studying at the Academy of Design Australia, and your interest in a particular major/s or sub-majors. The letter should outline your interests, passions and achievements and be no more than 400 words.
- **Names of two referees**, including their job titles, email addresses and phone numbers. Referees could include: teachers, a principal, a work experience supervisor or employer. We may contact them to tell us about you. Please notify them that they have been listed as referees for your Academy of Design Australia application.
- **Written, printed, 3D and/or digital material**, including both finished pieces and pieces showing your development work. All media are acceptable, so long as they demonstrate creativity and relevance to the area you wish to study. Please bring originals to the interview where possible. Where items are too large, photographs are also acceptable.

WHAT MEDIA CAN I INCLUDE IN MY PORTFOLIO?

A portfolio could include a selection of the following items, depending on which major and/or sub-major interests you:

- **Communication Design:** posters/advertising campaign; blog posts or articles, original typography.
- **Fashion & Costume Design:** fashion illustrations, fashion photography, photographs of pieces you have made, mood boards, storyboards.
- **Filmmaking & Photography:** photographs, with captions or short statements; film, animation, multimedia presentation.
- **Graphic and Digital Design:** an app, animation, website, posters or advertising campaign.
- **Interior Design:** mood/story boards, sample boards, events/interiors you have styled, sketches, models, designs, plans.
- **Visual Arts:** photographs or scans of excerpts of visual diaries and photographs or scans of 2D or 3D artwork such as paintings, illustrations, prints, sculptures, installations, sounds works and videos.

SELECTION INTERVIEW AND PORTFOLIO PRESENTATION

A selection interview and portfolio presentation is an informal, friendly discussion about your ambitions, interests and any relevant work experience. It is an opportunity to showcase a selection of your best creative work. You will be interviewed by one or two people, who will ask questions relating to the Academy's Selection Criteria.

SELECTION CRITERIA

In the interview, you will be assessed on your potential to develop the following attributes:

Discipline Attributes

1. Awareness of the design profession.
2. Familiarity with the design process including:
 - the degree of creativity and innovation exercised in problem solving;
 - the scope of development in producing design solutions;
 - the clarity of resolution of design problems;
 - digital literacy skills.
3. Familiarity with the visual language including:
 - the imaginative manipulation of design elements; and
 - the sensitive use of visual elements in communication.
4. Skills in presentation of the applicant's work, both visually and verbally.

Personal Attributes

1. Individuality in creative expression.
2. Awareness of social and environmental issues.
3. Preparedness to work collaboratively with other students and staff in a creative community.
4. Preparedness to accept criticism and advice.
5. Appreciation of the arts generally.
6. Self-confidence and motivation to succeed in the design profession.

Entry requirements for the Bachelor of Design Arts are set by the Academic Board. The Academy's selection process is designed to be: fair; equitable; flexible; transparent; and guided by quality control. The Academy encourages applications from students of diverse backgrounds, and particularly welcomes Indigenous students.

OFF-SHORE INTERNATIONAL STUDENTS

If a prospective student applies from overseas via Creative Entry, the interview will be conducted by telephone or Skype. An electronic or mailed submission of the portfolio should be sent in advance, supported by a letter of verification from teachers/lecturers. Please note that we are unable to return or retain portfolios which are posted to us.

ENTRY ROUTES

1. Academic Entry – no interview or portfolio required

Year 12 Australian Secondary Education qualification with an ATAR of 60 or equivalent (domestic or international students);
OR

A recognised Diploma, Associate Degree or Bachelor Degree qualification in a field related to the design arts (obtained in Australia or internationally).

OR

2. Creative entry

Having prior industry/work experience, and/or completed units of a Degree, Associate Degree or Diploma from an accredited institution, plus successful entrance interview and folio presentation;

OR

Submission of a portfolio, plus successful entrance interview;

OR

Participation in a pre-selection kit (when no portfolio exists), plus a successful entrance interview.

CAN YOU HELP ME CREATE A PORTFOLIO?

To assist applicants to present their work in the best way possible the Academy offers an annual Folio Presentation class. Please visit our website for our latest events.

