

BA (Hons) Designer Maker

Interview Task

You will need to prepare a portfolio for your interview.

We are looking for evidence of ideas, in any format, drawing, film, photography etc this could include evidence of how final pieces may have developed. Technical skills are important, but being able to demonstrate through your work that you are passionate and inquisitive about the subject is paramount – your portfolio must be engaging, considered and full of energy.

Your portfolio should include:

- Sketchbooks including broad research, ideas and development work
- Several examples of completed design work
- Any other work of a visual nature that is relevant (e.g.: photography, illustrations, personal projects, freelance design work)
- It should be presented in a way that says you're proud of it

Please also bring evidence of written work such as an art history essay.

The following information is intended to assist you in preparation for your interview.

Applicants for courses will be expected to prepare carefully for interview. It is an occasion when tutors are determining not only the potential evident in your portfolio of work, but also your suitability and commitment.

Selection procedure

The selection procedure currently includes an interview for all applicants. Should applications increase dramatically a short-listing procedure may need to be introduced. Candidates will be short listed by an evaluation of the applicant's experience, personal statement and the supporting reference. Short listing and interview will be the responsibility of the Subject Leader.

Selection criteria

The selection and induction of students is in accord with the centre's policy on Admissions. Equal Opportunities, Accreditation of Prior Learning and Induction.

Selection for the course is based on merit, suitability and academic qualification only and no candidate will be placed at any form of advantage or disadvantage for reasons of age, gender, creed, colour, race or disability. Evidence of a number of qualities is sought (in common with other courses within the School of Art and Design), usually at interview, in order to identify candidates who are likely to respond to and benefit from the programme, these include:

EASTBOURNE

Cross Levels Way,
Eastbourne, BN21 2UF

LEWES

Mountfield Road,
Lewes, BN7 2XH

NEWHAVEN

Denton Island Training
Newhaven, BN9 9BN

HASTINGS

Station Plaza, Station Approach,
Hastings, TN34 1BA

HASTINGS

Ore Valley, Parker Road,
Hastings, TN34 3TT

- Demonstration of an interest and awareness of contemporary practice graphic design, illustration or web based design.
- A willingness to respond to advice/criticism and to express critical judgement upon his/her own work and that of others and to demonstrate the ability to work independently.
- Intellectual inquisitiveness and the potential ability to make connections between visual and/or conceptual ideas:
- Physical evidence of the development of creative ideas in response to problems or briefs. This would be sought through reference to a body of work, including sketchbooks and notebooks, (which may be produced in a variety of media);
- Commitment to and an interest in the broader cultural, social and economic context for art, design and communication; e.g. relevant books, artists / designs, any visits or art work related activity
- An eagerness to enter into a dialogue, to communicate ideas and intentions verbally and in writing that you could demonstrate at interview
- Evidence of Graphic Communication knowledge and the ability to articulate ideas in essay form.

The following information provides an overview of the course.

BA Visual Communication: Graphic Design

Course Leader - Andrew Scrase ascrase@sussexcoast.ac.uk
HE Manager – David Fowler dfowler@sussexcoast.ac.uk

Course Character and approach:

Industry focused: Prepares you for work. You should leave the course fully prepared for a role as junior graphic designer.

We focus on:

- Ideas
- Visual messaging
- Typography
- Layout
- Producing work of a professional standard
- Practical and relevant modules: including print, web, packaging and motion design.

Mix of practical and technical skills: You can use screen-printing, photography and/or Illustration alongside Photoshop, Illustrator and InDesign to realise your ideas.

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Study of design theory and history: including the role of design and design practitioners today.

How we teach:

Lectures, workshops, tutorials, group critiques. Lots of one to one tutor time. Small groups

Mix of tutors who are all practicing professionals (including Subject Leader) Group work, individual work. You will explore a broad range of different design briefs.

Assessment: Sketchbooks, quality of ideas, professional realisation and presentation, group presentations and peer reviews. Critical & Cultural module includes two essays. No written exams! Summative grade and feedback tutorial provided at end of each module so you always know how you're doing.

What we look for:

- Commitment, enthusiasm and an open attitude to learning
- Evidence of a genuine interest in graphic design
- Original ideas
- Awareness of typography, layout and visual language

At least a basic knowledge of contemporary graphic design and designers

Phone / Skype Interviews

If you are having an interview over the phone or Skype, you will need to present an online portfolio.

If you do not already have an online portfolio, please create one on an image sharing website such as flickr or blogspot. These are publicly accessible using the main browsers such as Safari or Firefox.

We do not accept submissions via file sharing websites that require plug-ins or pdfs to be downloaded, or via Facebook.

Make sure your submission does NOT require a password to view and is publically accessible.

Please do not send work by email, by uploading as attachments or by multiple links.

Please email a link to your digital portfolio to helloHE@escg.ac.uk at least two working days before the interview.

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