

## **BA (Hons) Visual Communication: Illustration**

### **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.

The following represents the main requirements:

- A portfolio of work representing as wide a range of visual and practical activities as possible. (This should be carefully selected, well organized and well-presented and you must be prepared to talk about your work).
- You should not select only finished works when preparing portfolios for interview, as preparatory work and sometimes unfinished work shows how ideas have been developed. However, it must be evident that some selection has taken place in order to present a clear and coherent picture of your progress and development.
- A sketchbook showing progression of ideas.
- Observational drawings.
- A selection of print making, photographs, textile paintings, if you have them.
- Please also bring evidence of written work such as an art history essay.
- Any large scale 3D work should be presented by colour photographs.

#### **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 will include an interview for all applicants. Candidates will be short-listed by an evaluation of their qualifications, experience, personal statement and confidential report. This procedure will be the responsibility of the Subject Leader who will conduct the interview which will last approximately 30 minutes.

##### **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

## Selection Criteria

The selection and induction of students is in accord with the centres' 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 in a position of advantage or disadvantage for reasons of age, gender, creed, ethnic origin 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:

- Demonstration of an emerging awareness of and interest in contemporary illustration practice.
- strong personal motivation, initiative and independence;
- a willingness to respond to advice/criticism and to be able to express critical judgement on his/her own work and that of others;
- intellectual inquisitiveness and the potential ability to relate visual and/or conceptual ideas;
- Physical evidence of the development of creative ideas. This would be sought through reference to a body of work, 20 – 25 pieces including sketch books and journals, (which may be produced in a single medium or variety of media);
- An interest in the broader cultural, social and economic context of Illustration
- A knowledge and awareness of Illustration particularly of contemporary activity.

## 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.

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STATION PLAZA  
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**Please email a link to your digital portfolio to [helloHE@escq.ac.uk](mailto:helloHE@escq.ac.uk) at least two working days before the interview.**



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