

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

### **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 photographic 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/journal showing progression of ideas.
- An example of a recent short document written by you discussing a photographic practitioner or artist's work.

### **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.

#### **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

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##### **HASTINGS**

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based on merit, suitability and academic qualification 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 order to identify candidates who are likely to respond to and benefit from the programme, these include:

- Demonstration of an emerging interest and awareness in contemporary photographic practice.
- 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.
- Commitment to and an interest in the broader cultural, social and economic context for art, design and communication e.g. relevant books, artists / designers, any visits, or art work related activities.
- An eagerness to enter into a dialogue, to communicate ideas and intentions verbally and in writing / essays that you could demonstrate at interview.
- Evidence of photographic skills and knowledge and the ability to articulate ideas in essay form.

## 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.

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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@escq.ac.uk](mailto:helloHE@escq.ac.uk) at least two working days before the interview.**

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