

# PORTFOLIO GUIDELINES

BAJ

## Preparing a Portfolio for BAJ's Foundation Diploma in Art & Design

### 1. Application submission

#### Personal Statement (max 500 words)

In your personal statement, explain why you want to apply for the course and show that you understand what it involves. Describe your current creative practice, projects, or experiences, and what skills you have gained from them. Use clear examples to show skills such as creativity, problem-solving, or independent working. Finish by explaining what you hope to achieve in the future and how this course will help you get there.

### 2. Digital portfolio (max 20 pages)

Your portfolio should consist of recent work that reflects your creative strengths.

In your portfolio, show work made from observing the world around you, such as drawings of people, places, interiors, landscapes, or objects. Include work in progress, such as experimental drawings, storyboards, tests, and trials, to show how your ideas develop. Use annotations to explain your process, decisions, and any techniques you used.

Demonstrate your willingness to experiment with different methods and materials, such as collage, model making, photography, video, or fabric. Include research that has inspired your work, such as sketchbook pages, photos, notes, or short videos, and make sure your portfolio clearly reflects your passion for art, design, culture, and society.

### Portfolio format

- Submit work as single PDF file.
- The digital portfolio should be no more than 10MB. Compress your file if it exceeds the limit.
- 3D work can be represented by including a few photographs of the work from different angles.
- Remember to show a sense of scale.
- Ensure your work has a good screen resolution and present it in the order you would like it to be seen in.

### We select applicants according to their potential and current ability in the following criteria:

- Visualisation skills, e.g. drawing, photography, 3D work.
- Research and investigative skills.
- Creative thinking and problem-solving abilities.
- The use of a range of materials and processes.
- An interest in art, design, or related subjects.
- Make sure you include evidence in your portfolio and personal statement that demonstrates your enthusiasm for art and design as well as your potential to achieve the Foundation Diploma.
- Evidence may be in the form of ideas, notes, research, photographs or sketches, including work you've made outside of your school course work.