

MA Design Management Application

Digital Portfolio advice

It's a collection of your work demonstrating how your creativity has developed over time. It shows your ability to work with different materials, themes and techniques, as well as **how you research, develop and plan your ideas**. And the mistakes you've made along the way.

It's a way of **showing us your skills, personality and potential – we want to see you within the pages**.

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

It should:

- include a **maximum of 20 pages from across 6 projects**, including supporting material and annotations to **explain your creative process**
- be **conceptual and research based**
- **demonstrate your thinking and making process** as well as **your curiosity to explore, test and experiment**
- illustrate your interest and enthusiasm for **design management and cultures**
- include a variety of work such as visual work, cross-platform moving image work, reports, reviews, essays, creative projects etc.

The following 7 steps will guide you through the process of creating a digital portfolio for UAL:

1. Check your course webpage

It's important to consider the focus of the MA Design Management course you're going to apply and **respond to selection criteria**.

2. Select your work

Include work from between 3 to 6 projects to show a range of ideas and skills. **Show us variety**, even if you love a certain technique or material. If you select group work, make this clear and **explain the role you played in the project**.

3. Show your potential

We're not just looking for polished, finished work. It's about your potential and the journey you've been on, including experimentation and any mistakes you made along the way.

4. Create a narrative

Organise your portfolio by project and tell us the story of each of them.

Show us how you got to your idea – from the concept all the way through to completed pieces. **Think, research, process and outcome.**

5. Prepare your work

This is likely to involve **taking good quality photos or scans of physical work.** It may also mean editing videos or sound files into short clips or showreels, don't forget to include **an accessible link to your work.**

6. Build your pages

Lay out your work digitally using any software you like including InDesign, PowerPoint or Canva. **A landscape page format is best. Avoid overcrowding your pages with too much work or adding decorative backgrounds** – white space can be a powerful presentation tool.

7. Annotate your work

Keep any annotations on pages short, clear and concise. **Size 12 font is the minimum size for on-page annotations.** Where relevant include details of the materials used, the size and scale of your work and the date it was created.

Video Task advice

We'd like you to **submit a 2-3 minute video** to help us learn more about you. When recording your task, please **face the camera and speak in English.**

What to include in your video task

- **Choose 1 project from your portfolio and explain how it challenged you and your understanding of design management**
- **Tell us how this experience inspired you to apply to MA Design Management at London College of Communication (LCC, UAL)**

Every applicant uploads the same number of images (pages) of portfolio and similar duration of video task required by the course to make the process fair. Please remember if you've been asked to submit a portfolio and a video task, this needs to be done at the same time and within the 'image' allocation. eg: **20 images means 1 of these must be your video task (please provide the video link on the page)**, it can't be additional.