

Portfolio Requirements

Visual Communication Design

Programme code: **CH3756**
Programme name: **Bachelor of Design**

Applications

- **Application period:** September to late January of the intended year of study.
- **Recommendation:** Apply early before the intake quota is filled.
- **Requirements:** Portfolio Submission and Admission and Enrolment form.

Portfolio Content

- Compile your portfolio as a hi-res multi-page PDF.
- Provide three project examples: graphic design, painting, sculpture, photography.
- Include the working process for each project.

Provide individual images of six to nine finished works. Ideally these will be works of graphic design/visual communication.

If you have worked in other disciplines like photography, painting, sculpture please provide images of that work.,

Include working process showing development of each work.

Short Description of the Work

- **The Why:** Describe the purpose and reason for the project.
- **The How:** Describe your process and techniques.
- **The Learning:** Explain what you learned from the process.

If you need any help with organizing your portfolio or have any questions about the criteria, feel free to ask.

Contact information

Email: design@ara.ac.nz for more details or specific questions about the application process.