

## Portfolio Guidelines (International Applicants)

**Programme** Bachelor of Arts (Honours) Scheme in Design (4-year Curriculum)  
**Code** 73416

### General portfolio format guidelines for all Disciplines

- Organize your works. **Label** each project **clearly** and consider the order they should be viewed. Ensure your **name** and **application number** are visible on your work in case they get separated;
- Complete the enclosed **information sheet** and stick it on the cover of your portfolio.
- Any other details may be informed by email. Please **keep your email address accurate and updated** in your application record.
- The submitted portfolio will **NOT** be returned to the applicants, applicants may submit the copies of your work to our School. Projects in large size should be documented photographically.

### Submission Schedule

- The portfolio (hardcopy/softcopy) should be submitted to the General office **within 5 working days** after the application deadline.

#### Postal address for hardcopy portfolio submission

**(For application for BA (Hons) in Advertising Design, BA (Hons) in Environment and Interior Design and BA (Hons) in Product Design)**

#### **Ms. Donna Chung**

Room V810, 8th Floor, Jockey Club Innovation Tower,  
School of Design, The Hong Kong Polytechnic University  
Hung Hom, Kowloon, Hong Kong  
(ref: International application for BA (Hons) Scheme in Design)

#### Email address for softcopy portfolio submission

**(For application for BA (Hons) in Communication Design)**

**Ms. Donna Chung: [sddonna@polyu.edu.hk](mailto:sddonna@polyu.edu.hk)**

- For enquiry, please contact Ms. Donna Chung via email ([sddonna@polyu.edu.hk](mailto:sddonna@polyu.edu.hk)) or Tel (852 – 2766 5454).
- Only Shortlisted candidates will be invited for skype interview.

## Portfolio content guidelines for Discipline-specific

Please observe following Discipline-specific requirements (i.e. size, length, media, labeling, etc.):

(NOTE: It is important and appreciate that the portfolio has to be organized in a way that is easy to view and to understand.)

### Advertising Design (AD) portfolio in Hardcopy

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- **Advertising campaigns are expected** to be included in the portfolio. Those campaigns are **not restricted** to a set number of executions or types of channel and there is **no limit** to the lengths of execution or the media used. A campaign can consist of any mix of the following means:

Film	Press	Outdoor	Entertainment
Digital	Radio	Design	Promo & Activation
PR	Mobile	Direct	Branded Content

- Video or interactive work may be included in DVD-ROM format, to be viewed on a computer with Flash, QuickTime Player, or standard web browsers.

### Communication Design (CD) portfolio in PDF/ CD-ROM disc format

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Include a **mixture of 10 best** design and expressive/ artistic projects using a **variety of media and approaches** and keep similar projects to minimal, i.e., not more than 2. For **each project**, show at least **2 – 3 images** from different angles and sizes.

- Display works in **landscape or portrait** orientation.
- All project should be **clearly labelled** with the following information (whenever possible):
  - Title, format and size/ dimensions
  - Purpose of the project and intended target audience
  - Links to video, animation, motion graphics and interactive work (if applicable).
- Include the following **explanations for at least 2** of your selected projects:
  - A 50-word or less description
  - Project development process: Research, sketches, etc.
  - Personal insights/ key lesson(s) learned.
- Maximum of **20 pages in A4-size, not exceeding 10MB**. Please check file size before submission.  
Either send the file in **PDF format** (preferred) by email or send the **CD-ROM disc** by post to:  
**Ms. Donna Chung**

## Environment & Interior Design (EID) portfolio in Hardcopy

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- **A3 portfolio** of between **20 to 30 pages** that show five or more of your best projects, include development work for one project. Show the range of your skills, in different media using different approaches rather than many similar projects:
- **Artistic, creative work and projects:** Includes drawings, painting, photographs, collages, illustration, or mixed media that shows an idea, interpretation or intention. Each project may consist of more than one 'image'. Include **development work** (research, concept sketches, etc.) for **at least one** project. Short written rationale for each project is desirable; Show a **variety of media and approaches** rather than many similar projects; Personal **insights, creative concepts and effective solutions** to design problems are valued more than technical competence;
- **3D work, space and form:** your ability in three dimensional, sculptural or form work (photographed). Your ability in spatial design, including design work, analysis of space, plans or three-dimensional work and scale models.
- **Drawings:** your ability in drawings and sketching, including sketches of your city or landscape environment, sketches of architecture, buildings or interior spaces that you know (not copied from photographs)
- **Photography:** your ability to observe and record using photography.

**Applicants are required to submit personal portfolio work (sketches / models / photos / artwork) that are related to the context of architectural / interior environment to proof their suitability in this spatial-related discipline.**

## Product Design (PRD) portfolio in Hardcopy

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- Limit your submission to **A2 size or smaller**, flat packed with a **maximum thickness of 8cm**. Projects larger than this size should be documented photographically;
- Include **10 of your best creative projects**. Each project may consist of more than one 'image'. Include **development work** (research, concept sketches, etc.) for **at least one** project. Short written rationale for each project is strongly encouraged;
- Show a **variety of media and approaches** rather than many similar projects; Personal **insights, creative concepts and effective solutions** to design problems are valued more than sheer technical virtuosity;
- It is advantageous to include projects that are designed for a specific purpose, audience or communication goal in mind. However purely expressive, artistic projects may be included as well.;
- The projects should include the following contents:
  - **Drawings:** B&W figure drawing (full body) - to check the sense of proportion
  - **Drawings:** colour painting (water, oil or crayon) - to check the sense of colour scheme
  - **Sketches:** product design sketches (2 products) - to check the visualization skills
  - **Photos:** self-taken photos - to check the sense of composition or/and personality
  - **Photos:** 3 dimensional mock-ups or models of handicraft or product design – to check the hand-making skills

# PORTFOLIO INFORMATION SHEET (International Applicant)

(Place this as cover of your portfolio)

The Hong Kong Polytechnic University  
School of Design  
BA (Hons) Scheme in Design (73416)  
Admission Exercise 2021/22

Name: \_\_\_\_\_

Application Number:

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Phone No. \_\_\_\_\_

Email: \_\_\_\_\_

Nationality: \_\_\_\_\_

Gender: \_\_\_\_\_

Your current course/most relevant qualification:

Course: \_\_\_\_\_

Institute: \_\_\_\_\_

Year of graduation: \_\_\_\_\_

My intended choice of discipline for the BA (Hons) Scheme in Design programme\* is:  
(Please choose ONE discipline ONLY by putting a "X" into ONE of the boxes below)

Advertising Design

Communication Design

Environment and Interior Design

Product Design

\_\_\_\_\_(Signature) \_\_\_\_\_(Date)

\_\_\_\_\_(Name)

**IMPORTANT: This sheet must be fixed on the outside of your portfolio.**

Where did you learn about the Programme?

School of Design Website

www.bachelorstudies.com

Others: \_\_\_\_\_