Portfolio Guidelines for BA (Hons) in Design (Advertising Design) 73416-ADV

Portfolio content guidelines

- **Advertising Campaigns**
  Your portfolio should include advertising campaigns. There are no restrictions on the number of executions or types of channels, and no limits on the length of executions or the media used. A campaign may comprise any mix of the following formats:

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

- You may also include videos or interactive work. Please provide links or QR codes for easy access.

Other Portfolio Format Guidelines

- **Organization**
  Organize your work clearly. Label each project distinctly and consider the order in which they should be viewed. Ensure your name is clearly visible.

- **Generative AI Usage**
  Clearly indicate any use of Generative AI in the design projects presented in your portfolio. If no Generative AI was used, please state that explicitly.

Motivation Letter

- A one-page motivation letter in A4 size is required.

Tip

Explore the information on the PolyU Design website, specifically information about the BA (Hons) in Design (Advertising Design)

Portfolio Guidelines for
BA (Hons) in Design (Environmental Design) 73416-ED
and
BA (Hons) in Design (Interior Design) 73416-IRD

Portfolio content guidelines

- **A portfolio** that shows five or more of your best projects, including 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, paintings, photographs, collages, illustrations, 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. Including a 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;
- **It would be best to include work in your portfolio that illustrates your ability to:**
    - **Understand 3D work, space, and form**: your ability in three-dimensional, sculptural, or formwork (photographed). Your ability in spatial design, including design work, analysis of space, plans or three-dimensional work, and scale models.
    - **Draw and use drawings to observe/think/ideate:** 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)
    - **Use Photography**: your ability to observe and record using photography.

Other portfolio format guidelines

- Organize your work. **Label** each project **clearly** and consider the order they should be viewed. Ensure your **name** is visible on your work in case they get separated.
- Reviewers will not accept external media in portfolios, i.e., work you want to present using Youtube and other external site links should be shown using static images in the portfolio file.

Motivation letter

- A one-page A-4 size motivation letter is required.

Tip

Explore the information on the PolyU Design website, specifically information about the BA (Hons) in Design (Environmental Design) and BA (Hons) in Design (Interior Design).

Portfolio Guidelines for BA (Hons) in Design (Information Design) 73416-IFD

Portfolio content guidelines (in Digital/ PDF format)

Diversity

The portfolio should present a diversity of work. Select about eight to ten design projects which demonstrate variety and versatility.

Clarity

All projects should be clearly labelled with the following information (1-2 required, 3-6 if possible/applicable): (1) title, format, and size/dimensions, (2) purpose of the project and intended target audience, (3) your role in the project (in case of group work), (4) a description of your concept, (5) lessons learnt/personal insights, (6) links to videos, animations, motion graphics and interactive work.

Process

The portfolio should not just present the final designs; the reviewers of the portfolio are interested to understand ideation and process as well. To communicate more than just a final product, you may—where possible—include research, sketches, drawings, collages, mood boards, discarded ideas, etc.

If you work was created using AI totally or partially, include the prompts, and the name of the software used.

Format

Submit your portfolio in PDF with optimal file size—max. 25 MB.
Number the pages.

Tip

Explore the information on the PolyU Design website, specifically information about the BA (Hons) in Design (Information Design).

Portfolio Guidelines for BA (Hons) in Design (Interaction Design) 73416-ITD

Portfolio content guidelines

- Design projects with interactive media nature should be featured.
  E.g. mobile apps, website, digital installation, digital kiosks, smart devices (IoT), video games etc.

- Either personal, school or business related works can be included.

- Clear declaration of any uses of Generative AI in the progress of the design projects presented in the portfolio. If no Generative AI is included in the progress of the design projects, please indicate that as well.

Format Guidelines

- State your roles in the projects when they are group works.

- If there are demonstration videos for the projects, please include links to the videos.

Motivation letter

- A one-page A-4 size motivation letter is required.

Tip

Explore the information on the PolyU Design website, specifically information about the BA (Hons) in Design (Interaction Design)

Portfolio Guidelines for BA (Hons) in Design (Media Design) 73416-MD

Portfolio content guidelines

- Design projects with media nature should be featured.
  These projects is not limit to medium of presentation. It can consist of any means, e.g. video, animation, motion graphic, character/ scene design, scriptwriting, storyboard etc.

- Either personal, school or business related works can be included.

- Clear declaration of any uses of Generative AI in the progress of the design projects presented in the portfolio. If no Generative AI is included in the progress of the design projects, please indicate that as well.

Format Guidelines

- Organize your works. Label each project clearly and consider the order they should be viewed. Ensure your name are visible on your work in case they get separated.

- Show the process of projects.

- State your roles in the projects when they are group works.

- If there are videos for the projects, please include links to the videos.

Motivation letter

- A one-page A-4 size motivation letter is required.

Tip

Explore the information on the PolyU Design website, specifically information about the BA (Hons) in Design (Media Design)

Portfolio Guidelines for BA (Hons) in Design (Product Design) 73416-PD

Portfolio content guidelines

- Include **5 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;
- In case of group projects, provide a short statement of your contribution or role in the project.
- 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

Other portfolio format guidelines

- Organize your work. **Label** each project **clearly** and consider the order they should be viewed. Ensure your **name** are visible on your work in case they get separated.

Motivation letter

- A one-page A-4 size motivation letter is required.

Tip

Explore the information on the PolyU Design website, specifically information about the BA (Hons) in Design (Product Design).

Portfolio Guidelines for BA (Hons) in Design (Service Design) 73416-SD

Portfolio Content Guidelines

- **Include 5 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. A short-written rationale for each project is strongly encouraged.
- **Present a variety of idea processes and approaches.** Specifically, individual design dilemmas, service problem statements, personal insights, and effective solutions are strongly recommended.
- **For group projects,** provide a short statement of your contribution or role in the project.
- **Each project should include the following contents:**
  - **Design Project Overview:** Describe what it is, how it works, who the customers are, and its uniqueness.
  - **Outcomes:** Include visual images, web & app designs, prototypes, etc.

Other Portfolio Format Guidelines

- **Organize your work.** Label each project clearly and consider the order in which they should be viewed. Ensure your name is visible on your work in case they get separated.

Motivation Letter

- **A one-page A4 size motivation letter is required.**

Tip

Explore the information on the PolyU Design website, specifically information about the BA (Hons) in Design (Service Design).

Portfolio Guidelines for BA (Hons) in Social Design

- **A portfolio** that shows four to five of your best projects. It should include design process for one project that shows the range of your skills in different media using different approaches.
- **Creative works** that should include drawings, sketching, photographs, collages, or mixed media that express an idea or an interpretation. Design process (i.e. research materials, concept sketches) for at least one project should be included. Short written rationale for each project is desirable, which should show a variety of media and approaches. Personal insights, creative concepts, and effective solutions to design problems should be emphasized.
- **Drawings** that demonstrate your ability in drawings and sketching, including sketches of your city or community such as buildings, shops, outdoor space, interior spaces, and the people.
- **Photographs** that displays your ability to observe and record using photography.

- **Label** each project clearly and consider the order they should be viewed. Ensure your name are visible on your work in case they get separated.

Motivation letter

- A one-page A-4 size motivation letter is required.

Tip

Explore the PolyU Design website, specifically information about the BA (Hons) Social Design.