



BUCKINGHAMSHIRE
NEW UNIVERSITY
EST. 1891

YOUR INTERVIEW DETAILS

Fashion Promotion and Communication





Admissions will inform you if you have been selected for interview.

PREPARING FOR INTERVIEW:

Please read carefully the following information and instructions, which are intended to help you with your interview.

You are required to bring along the following for interview:

Portfolio

Your portfolio should demonstrate your creativity and experimental approach to fashion promotion and communication. We advise you to plan the sequence of your work; be clear and logical in the way the work is presented.

Your portfolio should include approximately 15-25 sheets of mounted work of A3 minimum to A1 maximum size. We advise all applicants to mount work onto white paper or where necessary, white lightweight card.

The portfolio should contain work produced at a variety of stages (e.g. work in progress and some finished pieces). Include work created in the last 18 months and, if relevant, some part of a current project, even if this is work in progress or at an early stage of development.

We prefer applicants to show colour photographs of large scale pieces, 3D work, or garments. Drawing is an important part of the fashion process, so if possible include drawings, mark making, collage and life drawing.

We do not expect applicants to have experienced every aspect of fashion promotion and communication process. It is more important at this stage to demonstrate an understanding and awareness of fashion design in your sketchbooks and portfolio. We are interested in seeing your thought processes and how you develop your projects.

SKETCHBOOKS AND RESEARCH

Do also remember to bring along **up to three** sketchbooks or notebooks, which evidences your inspiration, concepts, research and design thinking as your projects evolved. We do not expect these to be neat and contain finished ideas, rather the exact opposite.

If you have decided to put something in your sketchbook there must have been a reason and looking through them reveals a great deal about a person's interests and what inspires them, so do not be surprised if your interviewer spends more time talking to you about your sketchbook than your portfolio.



No fashion related work?

We accept students from a range of art and design backgrounds. Make sure to include as much drawing, mixed-media work and photography as possible. Be sure to show and discuss your awareness of fashion design.

We recognise that mature students may not have created a body of work that is structured in the same way as other applicants. We would still expect to see self-directed work including sketchbooks and finished pieces. If you have created work on various courses or at different times edit what you have and mount the work as advised.

E-PORTFOLIOS

Whilst showing work digitally is an option, please ensure work is formatted correctly for easy viewing on a Mac computer; we would suggest a PDF file. It is important that digital portfolios are accompanied with physical sketchbooks as detailed above.

You can email a link to your website or online portfolio in place of attending in person, to admissions@bucks.ac.uk. Alternatively, a reduced size PDF file consisting of 12-20 pages maximum can be sent. Your email must be received at least a week before your original allocated interview slot. This will be followed up with a telephone or Skype interview, or feedback via email.

INTERVIEW PROCESS

We know that an interview can be a daunting experience. We make allowances for nerves and we endeavor to make the process as enjoyable as possible. The interview will be relatively informal and will include a course overview, as well as an interview with academic staff. Your interview will include a review of your portfolio, discussion of your aspirations and your interest in our course.

Please ensure your portfolio and sketchbooks are clearly marked with your name.



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