

Interaction Design BA (Hons)

Application Process 2020/21



Northumbria
University
NEWCASTLE



How do I make an application?

Your application to study for an undergraduate degree at Northumbria University is in two parts:

- **UCAS* Application form**
- **Digital Portfolio & Portfolio Statement**
(Note - Digital portfolio is 15 images and the Statement is 300 words)

****EU and International students can apply direct***

When you apply, you will receive an email from Northumbria University confirming receipt of your application. If you are made an initial offer, you will be given instructions on uploading your Digital Portfolio. Read the instructions carefully because they will give you important information on deadlines, maximum file sizes, upload instructions etc.

The following slides will give you guidance on compiling your Digital Portfolio & Portfolio Statement. It also includes course specific details on uploading your files, what to include in the Digital Portfolio & Portfolio Statement etc.

How do I make an application?

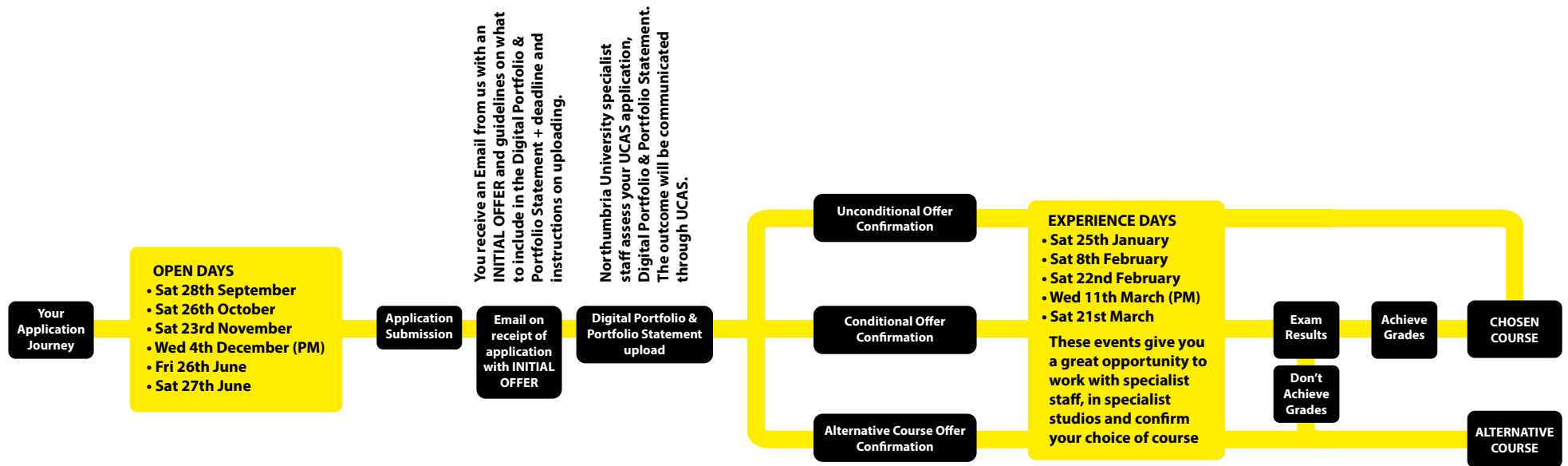
The key milestones in the application process are as follows:

- 1 - Apply through UCAS
- 2 - Receive an initial offer
- 3 - On receiving an initial offer, you will be given instructions on uploading your Digital Portfolio & Portfolio Statement
- 4 - Northumbria University specialist staff assess your UCAS application, Digital Portfolio and Portfolio Statement
- 5 - The outcome will be communicated through UCAS and will be one of the following:

- **Conditional Offer**
- **Unconditional Offer**
- **Alternative course offer**

We have illustrated the Application process as an Application Journey on the following page.

What is the application Journey?



What should be in my Digital Portfolio?

Your digital portfolio should include evidence of your creative thinking and individuality. A portfolio for Interaction Design can typically include many types of creative work - depending upon your background and experience. This could include (but is not limited to) the following:

- Sketches and drawings (digital or hand-drawn)
- Graphic Design work – e.g. logo design, branding, typography etc.
- Interface Designs for apps or screens
- Magazine or poster designs
- Photographic projects
- 3D digital models
- Product designs
- Digital games

- Website designs
- Character designs or animations
- Fine art work or installations
- Videos or motion graphics



What should be in my Digital Portfolio? (cont)

Show examples of your creative process as well as examples of final outcomes. It is always useful to see examples of personal project work which you may have done outside of the school or college environment. When preparing your portfolio allow yourself plenty of time to put your it together and make sure you are happy with it. If it helps talk it through with your teacher/tutor to ensure it's a sufficient reflection of your creativity and personality.

We are interested in what inspires you, who inspires you and how you communicate that enthusiasm through your statement and your work. Which designers and artists are you looking at and referencing? Who, or what, has inspired you to choose Interaction?

We are interested in how you talk about your work and communicate the ideas behind the projects and the elements of the projects you consider to be the most successful.

You should use the Portfolio Statement and your UCAS personal statement to talk about these areas.



What should be in my Digital Portfolio? (cont)

Show us some of your personal work. We want students who are excited by the subject they choose and are engaged in the world around them. We want to see some independently generated work, i.e. self-directed work which you have produced outside your current school/college/other course curriculum which demonstrates your own personal interests.

These pages should be made up of your own work, we don't want to see lots of secondary source material.

(Note - For Year 2 or 3 entry, UK and International students may need to provide an enhanced portfolio. Details will be given on receipt of your application)



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What format should my Digital Portfolio be in?

When submitting the digital work, collate and organise your work into folders. Clearly label each of the folders, to help us understand your work. If you have any work online (e.g. website or online videos) you can provide us with a link to this.

The preferred file format for video is .mp4 and for images .jpg or .png.

Any problems or questions please contact the admissions tutor who will be happy to give advice.

How do I upload my Digital Portfolio?

The email containing your Initial Offer will also have a link to the Digital Portfolio upload area. Follow the instructions to upload the Portfolio.



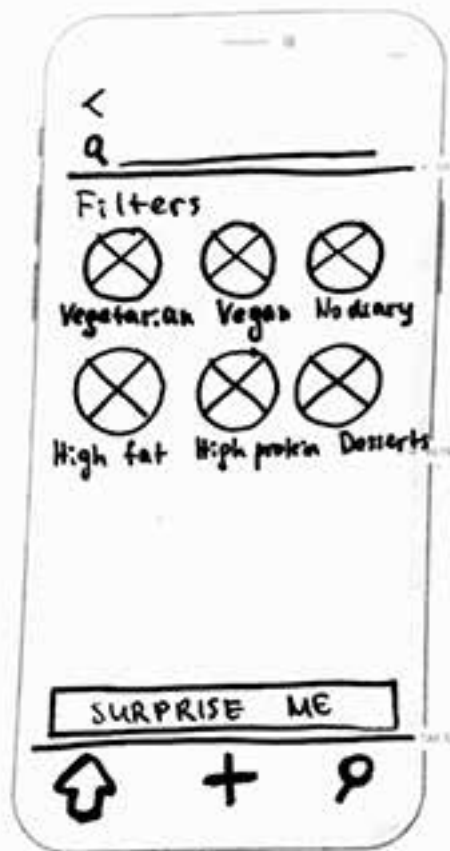
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BA (Hons) Interaction Design – Portfolio Examples

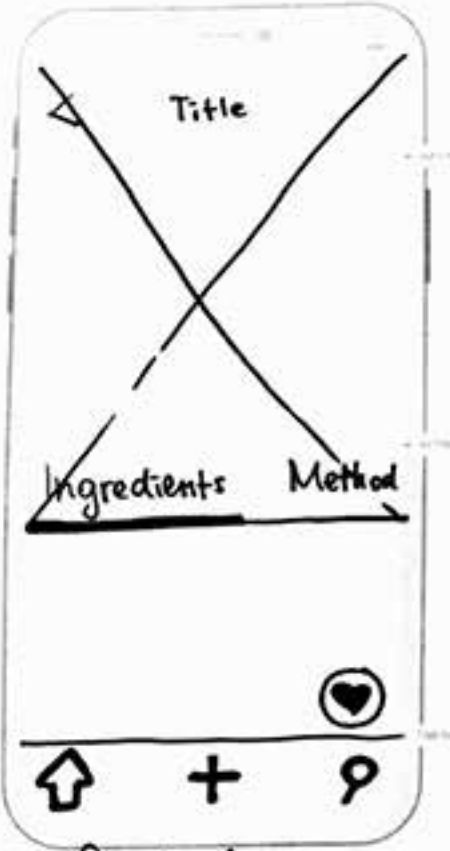
The following pages give some examples of the type of work you might wish to include in your Portfolio.



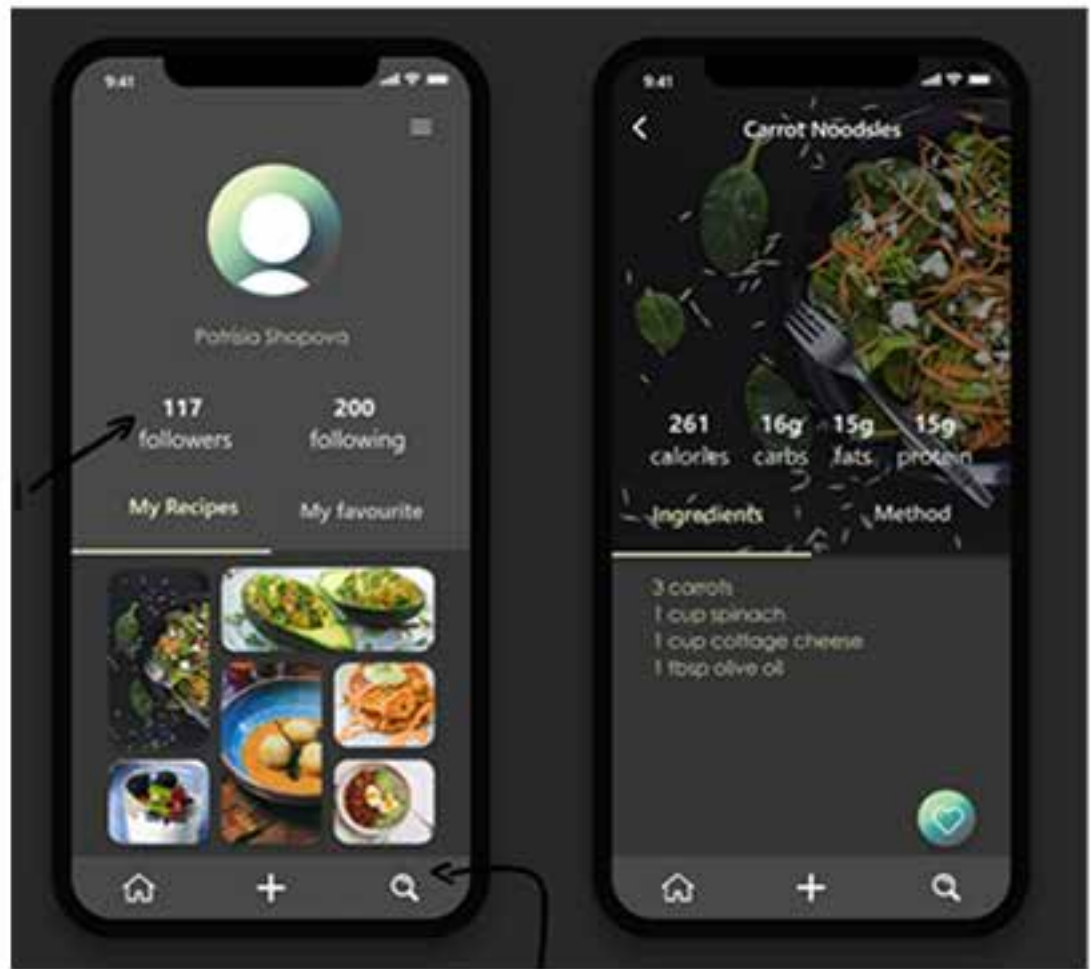
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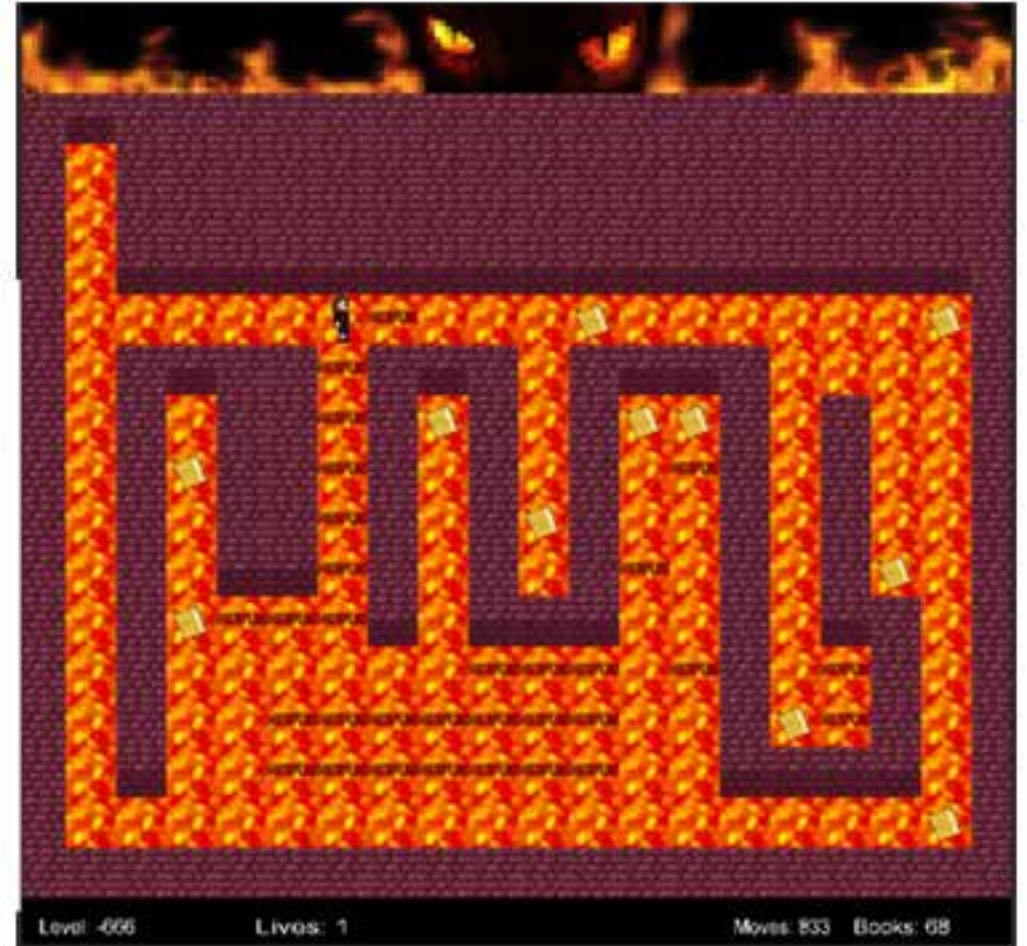
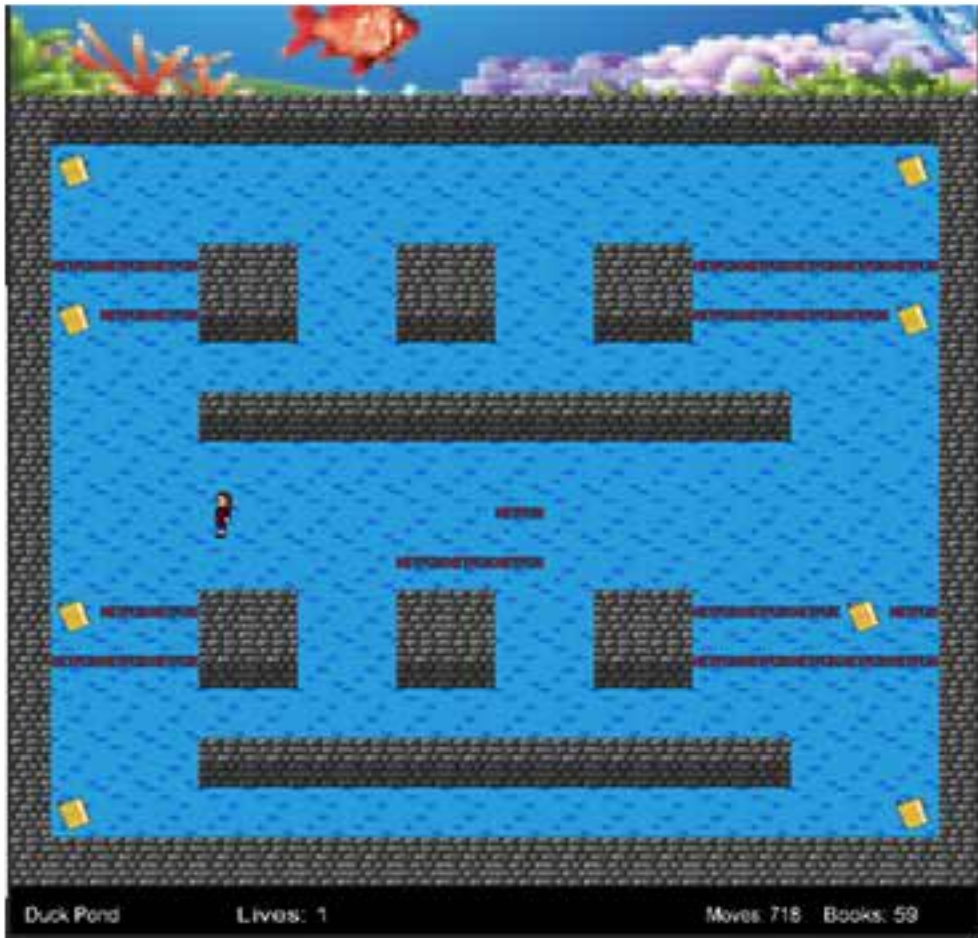


Selected recipes





Logo and Poster Designs



Screenshots from games or websites