Portfolio Guidelines (International Applicants)

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

General portfolio format guidelines

- 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;

- Any other details may be informed by email. Please **keep your email address accurate and updated** in your application record. **Timely response is required.**

Submission Schedule

- The softcopy portfolio should be submitted to https://www.polyu.edu.hk/sd/systems/admission/non-jee by application deadline. Late submission will not be entertained.

Processing round	Application Deadline (Hong Kong Time)	Notification of Results
Early consideration	16 November 2023	By mid-December 2023*
Normal consideration	6 February 2024+	By end of March 2024*

+ *Applications received after the Normal Consideration Round deadline will still be considered on a rolling basis till 15 May 2024, subject to the availability of study places.*

* *Applicants who are put on the waiting list will be considered in subsequent rounds in competition with other applicants. If there is no news by mid-July, you should assume that your application is unsuccessful.*

- Only Shortlisted candidates will be invited for interview.

- **For Enquiry, please contact**
  Tel: 2766 4353/2766 5347/2766 5488
  Email: sdweb@polyu.edu.hk / jennifer.lo@polyu.edu.hk /ellen.yeung@polyu.edu.hk / wting.chan@polyu.edu.hk

Portfolio Guidelines

Content: The portfolio highlights who you are, what your design and artistic interests are, and what your skills and capabilities are. This is shown through your own works in different artistic, creative and design related media, that shows an idea, interpretation or intention. Works can include the following media:

Two types of Portfolio
There are two types of portfolio, you can choose the content based on your background.

Creative Portfolio

Target Applicants:
Applicants with art and design-related background who have a basic understanding of what design is.

Related elective subjects:

- **Visual arts**
- **Design and Applied Technology**
- **Art and Design related**
  (e.g. Dance, Film, Music, Theatre)

Related Applied Learning (ApL) courses*:

- **Creative Studies**
  (e.g. Design, Music Production, Dance, Drama)
- **Media and Communication**
  (e.g. Film and Transmedia, PR and Multimedia Communication)

Types of work expected:

Two-dimensional works:	Three-dimensional works: (Photographed)	Multimedia: (with links / QR code)
- Collage - Drawing / Illustration / Painting / Sketching - Photography - Storyboard - Visual Diary	- Handcraft - Installation - Mixed media - Model / Prototype - Sculpture	- Apps / website - Animation / Video - Demonstration on work

---

STEAM/MAKER Portfolio

Target Applicants:
For those with non-art and design backgrounds, but interested in studying design.

Related electives subjects:

- **STEM related**
  (e.g. Science, Mathematics)
- **Tourism and Hospitality**
- **History, Geography, Business, Economics, ICT**
- **Languages**

Related Applied Learning (ApL) courses*:

- **Applied Science** *(e.g. Health Care, Psychology)*
- **Business, Management and Law** *(e.g. Marketing and Online Promotion)*
- **Services** *(e.g. Hospitality, Child Care)*
- **Engineering and Production** *(e.g. Constructing Smart Cities)*
- **Languages** *(e.g. Copywriting)*

Types of work expected:

Works	Related Projects
- Creative concepts	- Community
- Personal insights	- Entrepreneurship
- Research	- STEM / STEAM
- Script writing	- Design and Technology
- Storytelling	- Applied Maths
- Creative coding	- Applied Physics
- Model / Prototype	- App Design

***Applied Learning (ApL) courses** are elective subjects within the senior secondary curriculum in HKDSE. For non-HKDSE applicants, please refer to the types of work as a reference.

Others Participatory Work - Other than the works mentioned above, additional creative-related works are welcome. These works can be from courses you have done as part of your studies, your creative and artistic hobbies, competitions, workshops, services or After School Activities (ASA) and classes.

Format

- **Cover page** with your **application no.** and **name in English and Chinese** (if applicable).
- **A3 portfolio** of **20 - 30 pages**, **not exceeding 20 MB** in **PDF** in **English** that shows **five to ten of your best projects**, include development work for one project.

- Each project should include **a title** and **a one-sentence / short paragraph description**.
- **Personal Statement (200 words)** – What are your interest / passionate about / why study in SD?

Physical / Digital Portfolio Requirements [For interview]

Content: The physical portfolio should be very similar to the digital portfolio however it needs to contain:

- Samples of **original work** including sketches, drawings, paintings, mixed media art work and other relevant works **must** be included in the portfolio.
- Bring your own device to show videos or any time-based media (if applicable).
- Small models, objects, crafts and 3D media can be presented in the interview (if applicable).

Tips to prepare portfolio/interview

- The portfolio must be organised and structured in a way that is easy to view and to understand. Consider the order of how these projects should be viewed.
- The portfolio should show us the range of your capabilities and skills as well as your creative process and how you develop your ideas.
- Show the range of your skills, in different media using different approaches rather than many similar projects. Show projects executed with a variety of media, approaches and experiments, rather than many projects of the same kind. Personal insights, communication value and creative concepts are emphasised more than technical skill alone.
- Please state if the work is done by group or yourself.
- Projects that are designed for particular purposes and people in mind (design-based) as well as purely expressive (art-based) project may be included.
- You can include both two- and three-dimensional works, as well as interactive and time-based projects.
- Multimedia works like rendering, video and website can be presented by a few significant frames, with a link for "click-to-watch" or a QR code for "scan-to-watch", or standard web browsers. Large scale 3-D works (e.g. sculpture or installation) can be presented with photos.
- Before entering an interview, double check your device (including microphone, speakers, internet connection) is working.