BA (Hons) Communication Design

Application Guidelines 2019/20
Applications

Your application to study for an undergraduate degree at The Glasgow School of Art (GSA) is in two parts:

- UCAS Application form
- Digital Portfolio (15 files) and Portfolio Statement (500 Words Maximum)

When the GSA receives your application form from UCAS, we will email an acknowledgement of your application and direct you to upload your portfolio images. You can do so as soon as you receive your acknowledgement and no later than the deadline communicated to you in the e-mail you receive. Guidelines on what to include in the Digital Portfolio & Portfolio Statement are in the slides that follow.
Once you upload your Digital Portfolio and Portfolio Statement, there are four stages to your application:

1. Apply through **UCAS** and then send **GSA** your Digital Portfolio and Portfolio Statement

2. **GSA** staff assess your application

3. You may then be invited to interview with your full portfolio (sometimes called a folio).

4. The outcome of your interview will be communicated through **UCAS**

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**Timeline**

1. **UCAS**
   - 15 January

2. **GSA**
   - 22 January

3. Specialist staff assess application against criteria.

4. Interview with folio.

   - Unsuccessful
   - Conditional Offer
   - Unconditional Offer
How is my application assessed?

Admissions staff from the programme you have applied to will view the;

- Digital Portfolio you have uploaded
- Read your 500 Word Portfolio Statement
- UCAS Personal Statement

The criteria on the following pages is used to assess your application.
Assessment Criteria

• Ability to apply practical skills.

• Ability to apply analytical and conceptual skills.

• Ability to communicate about your work and to put it into context.

• Ability to demonstrate an interest in Design and the Specialist area applied for.
Ability to apply practical skills

We want to see your practical skills and how you explore and use different media and materials. This could be demonstrated in a variety of ways including drawing / painting (analytical / abstract), 2D/3D work, photography / CAD etc.

This could be evidenced by uploading photographs of your sketchbooks, development work, preparatory sketches and final pieces. Several small images could be grouped together in one slide.
Ability to apply analytical and conceptual skills

We are interested in the concepts and ideas behind your work how and how they progress and develop; from the initial starting point / source of inspiration through to a finished piece of work.

This could be evidenced by uploading photographs of sketchbook pages / notebooks / worksheets, development sheets and also finished pieces.

At least 2-5 out of the 15 images uploaded should show development work i.e. sketchbook pages or development sheets. These should be mainly made up of your own work, we do not want to see lots of secondary source material (magazine cut outs, print outs from the internet, photocopies from books).
Ability to apply analytical and conceptual skills

The remaining 13-10 images should show a range of work and your abilities and interests; these images should final pieces of work alongside work in progress. These images, again, should be mainly made up of your own work, we do not want to see lots of secondary source material.

It is very important that you include some independently generated work, i.e. self-directed work which you produce outwith your current school /college /other course curriculum which demonstrates your own personal interests.
Ability to apply analytical and conceptual skills

In order to show the development of ideas throughout a project you may wish to show several drawings/pieces of work together within one image; you could do this by photographing several pieces of work together at once or by photographing several pieces individually and using Photoshop (or a similar programme) to combine into one image.

This can be particularly useful when trying to show work that cannot be photographed at the same time i.e. a series of pages in a sketchbook.
Ability to communicate about your work & to put it into context.

We are interested in how you communicate about your work, the projects it resulted from and the ideas and sources of inspiration behind it.

Use your Portfolio Statement to tell us about the pieces of work and what inspired you, how your ideas develop throughout the project and elements of the project you consider to be the most successful.

(Please do not use this statement to list the materials used; charcoal, paint, oil, pastel etc or the size of the work).
Ability to demonstrate an interest in Design & the Specialist area applied for

We are very interested in finding out more about your interest in Design; historical or contemporary artists/designers that you are looking at or are inspired by or exhibitions you have visited. We want to know what or who has motivated or inspired you to apply for the specialist programme (e.g Communication Design, Fashion Design, Textile Design, Silversmithing & Jewellery Design, Interaction Design or Interior Design)

You should include your reasons for applying to The Glasgow School of Art and what you hope to gain by studying the programme.

You should use the Portfolio Statement and your UCAS personal statement to address the areas above.
Digital Portfolio

Each one of the 15 uploaded files should contain examples of different work. If you wish to include different angles of the same piece of work or detailed sections please do so within one file.

Before you finally submit your application, check each image to ensure you are happy with the size and level of detail you can see as this will be what admissions staff viewing your application will also see.

Maximum size is 2MB per file.
Digital Portfolio

The following slides show some of the ways in which work could be presented. These are given as guidelines only, we understand that an applicant’s work is personal to them and this will influence the way in which they choose to present work.

You may choose to group some work together within one file e.g. sketchbook pages or small drawings showing the development of your ideas. You may choose to show just one or two pieces of work on some of the files if the work is very detailed or you consider them to be final pieces.
Interview

Applicants selected for interview will be asked to bring their full portfolio of work, including sketchbooks, to the interview. This should normally include the work submitted in the uploaded images and any additional work completed in the intervening time period. Please bring sketchbooks and not just final pieces of work.

The interview is a two-way process: for you to gain a better understanding of the GSA and your chosen programme and for GSA staff to view your portfolio and ask you questions about your work and your interest in your chosen specialisms.
Interview

The interview will normally last about 20 minutes and will be conducted by two members of staff. Applicants from outside the UK will be offered a telephone /Skype interview and may be asked to supply additional work instead of a portfolio.

Tips on how to prepare:
- Know where everything is in your portfolio. You will be asked to talk about your work.
- Have questions to ask the interviewers about the course or the GSA
- Practice talking about your work with a friend, family member or teacher
- Prepare to talk about historic or contemporary artists or designers who have inspired you.
- Relax! Everyone wants you to do well.
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The following slides are examples of previous applicant portfolios.
Katherine Wallace
Grace Caroll
A series of sketchbook compositions with a bold colour scheme and graphic drawing style. I tried to use various different media in one image to create strong visual impact i.e. graphite, marker pen, fineliner and acrylic paint.
Embroidery study; using different materials to create compositions.
A project with T.A.L.C; the brief was to design a collection of shapes made of plaster, and one made digitally (that would later be 3D printed) with a form and a colour palette based on your surrounding environment. I chose to base my collection on rust/erosion.
Conductive screen print with T.A.L.C; this image can be rigged up to a makey makey machine and when the black/ grey ink is touched it triggers a sound. I made the template for the screen print using Adobe Illustrator.
Digital art using the ‘Procreate’ app on the iPad Pro. These are examples of the versatility of digital artwork: two very different styles using the same software.
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