



Bachelor of Arts in

VISUAL ARTS IN VISUAL COMMUNICATION DESIGN

SAQA ID:1178798 | NQF Level: 7

Credits: 375 | Duration: 3 Years

STADIO



SCHOOL OF MEDIA & DESIGN

PORTFOLIO REQUIREMENTS

Portfolio of Evidence must be submitted on/before **15 February 2023** with completed registration form.

HOW SHOULD I SUBMIT MY PORTFOLIO OF EVIDENCE?

- All applicants must submit the required portfolio, irrespective of whether they have done art or design at school, or not.
- Submitting the portfolio does not automatically mean that the application has been approved.
- Applicants should submit only ONE portfolio for entry into the Degree qualification.
- Applicants must complete the portfolio without any assistance. Do not copy or trace drawings from other artwork or designs.
- The portfolio should not include any work done on cardboard or canvas, or framed work especially glass or wood-mounted artwork.
- Applicants may include any additional evidence such as photographs of own work, but the portfolio may not consist of a series of photographs only.
- All artwork included in the portfolio should be limited to A4 size.
- Good quality copies of artwork (A4 format) are allowed.
- Please do not bind the artwork.
- The name of the applicant and the relevant programme (e.g. Bachelor of Arts in Visual Arts in Visual Communication Design), must appear on the cover page of the portfolio. The name of the applicant must also appear on the flip side of each artwork in the portfolio.
- The portfolio must be mailed (preferably sent via WeTransfer - <https://wetransfer.com/>) to, or delivered by hand at the Marketing office on campus.
- Applicants from distant locations must ensure that the documents are secured in a sturdy folder to prevent damage to the documents inside when submitting the portfolio by mail.
- Portfolios will not be returned to students unless collected personally.

INTERVIEW

An interview with academic staff may be required as part of the application process. We will contact you should an interview be required.

WHAT TO INCLUDE IN YOUR PORTFOLIO OF EVIDENCE:

Section A:

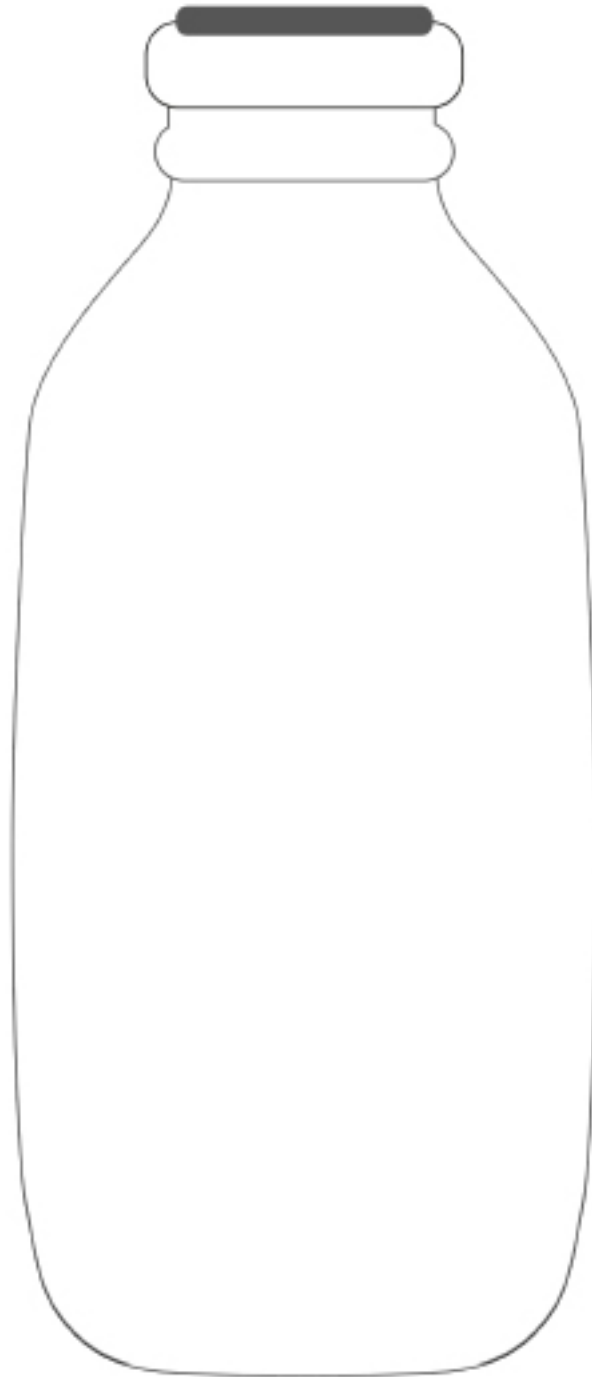
1. Write an essay of no fewer than 700 words about yourself. In the essay, you should tell us about who you are and what you stand for. Explain the reasons why you want to study this particular qualification at STADIO, with reference to your interest in visual communication design.
2. Tell us about your proudest achievement, your hopes and plans for the future, and why you believe you should be accepted into the programme.
3. Attach a “selfie” picture to show us who you are and add a bit of humour to the picture.
4. You are not required to have any formal Art & Design as a school subject. We would like to assess your creative talent.
5. Therefore provide us with at least (3) of your best pieces of any of your previous artwork. This artwork can be made up of any medium, namely sketches/drawings, paintings, sculptures, paintings, digital artwork photography, etc.) This must all be pieces you have done on your own. Add a short caption so that we understand the context for each piece.

Section B:

1. Fun Phone Photography - Use your camera and/or cell phone and capture images that represents typical street signage in an interesting and creative way.
2. By using any creative tool, use your own creative ideas to select either your name or surname and change the characters of the letters to be displayed in an interesting and creative way. You may use cut-out letters from magazines and/or any drawing utensils.

Section C:

1. Name your two favourite blogs, websites, or social media accounts relating to the marketing/ advertising/ design industry that you follow and tell us why.
2. Choose a printed advertisement from any magazine that is promoting a product. Please include a copy of the advertisement in your test.
3. Explain in writing the following:
 - Who is the advertisement aimed at?
 - Do you think the advertisement is successful and why?
4. Find a music poster that you feel is successfully designed? Explain in your own words what you feel should change to improve the poster. Include the poster in your portfolio.
5. Design a logo and packaging for a new flavoured milk that would compete with locally produced Clover Super M flavoured milk. The new flavoured milk is called SHAKE IT UP. The design should include the logo, the flavour (Chocolate, Strawberry, Cream Soda or Banana). Be conceptual. Use a style you think appropriate. Submit design as a colour drawing on the mock-up provided overleaf.



HOW TO ORGANISE & PRESENT YOUR PORTFOLIO?

The items in the portfolio should be presented in an organised manner as follows

COVER PAGE

- Applicant's name
- Mailing Address
- Contact details (Tel/Cellphone Number, or email address)
- Title of the specific programme you are applying for
- Signed declaration

Example:

25 Goddard Street, Bellville 7530
Tel (021) 949 5287. Cell 083 456 7808
Bachelor of Arts in Visual Arts in Visual Communication Design

Declaration: I confirm that all work included in this portfolio is my own. I have not used any work (evidence) from another person, nor have I given my own work to another person or have I given another person permission to use my work for the purpose of this submission. Should any part of my portfolio be found misleading or false, STADIO has the right to reject my application.

Applicant Name and Surname: _____ Date: _____
Applicant Signature: _____ Date: _____