TORRENS UNIVERSITY AUSTRALIA

BILLY BLUE COLLEGE OF DESIGN®

Portfolio Guidelines

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Thank you for your interest in applying for a Billy Blue Higher Education Scholarship! Each year we see a high calibre of work from applicants who are passionate about the design world. It's competitive, so place yourself in the best possible position to win a scholarship by being prepared and doing your research. It's important that you are putting your best foot forward when submitting your scholarship application. Below are a few pointers to help you on your way.

What is a portfolio?

A portfolio is a compilation of materials that exemplifies your skills and talents, and potentially prior qualifications, education and training. It provides insight into your personality and work ethic. A portfolio needs to impress the viewer and engage them. Arrange your portfolio chronologically, with most recent work displayed first. The chronological approach emphasizes your creative development over time, rather than the volume of work you've done.

Cover Letter

You should include a cover letter / personal statement of approximately 300 - 500 words. The cover letter is the first thing that the panel will read and is a great way for you to control the impression of you and your work. Remember first impressions take 3 seconds to make, so use that to your advantage. Help us get to know you! Discuss your creative aspirations. What inspires you and your work? Research Billy Blue College of Design and understand the course you are applying to. Please also clearly state if you have had some previous experience or study in the field of design in your cover letter.

Number of pieces of work to include

You should include 8-11 pieces of your best work. It's an odd number, but it's the magic one according to recent surveys of studios and agencies, who said they expect to see an average of 11 pieces in a portfolio and typically know whether someone's qualified after viewing 8 pieces. This can include a variety of pieces such as 3D work, fine art, drawing, illustration, photography and work refined on the computer. You may also want to include a visual diary, research journal or annotated development work. We want to see how your mind thinks and how you explore ideas. Write an explanation for each piece. List the project name, a short description and concept for each project potentially adding brief, size and materials if they add anything to the impression.

Remember, the most important things we are looking for from the scholarship submissions are:

· Dedicated and creative thinkers, able to produce quality original designs based on solid concepts and backed by research and inspiration

· Outstanding talent: the innovative thinkers, the ambitious new design leaders, the agitators and the game-changers.