
Application Requirements

All applicants for Foundation Art and Design for 2020-2021 entry will be asked to undergo the following application process:

1. provide a digital portfolio;
2. provide a personal statement to support their application;
3. participate in an interview via Zoom;
4. complete an internal English language level test.

Guidelines to Digital Portfolio

- Your digital portfolio should be uploaded **at least 2 days before the date of the interview (you will be sent the date individually)** to the Google Drive and the link to it must be shared with the admissions team via email — admission@britishdesign.ru
- You should upload all files in a folder labelled with “**Your name** Digital Portfolio Foundation” e.g. “Rodionova Ksenia Digital Portfolio Foundation”.
- The digital portfolio should contain a minimum of 20 images/videos and a maximum of 30.
- Each of the 20-30 images may be a single image or made up of several images - for instance from sketchbook pages or developmental works. The applicant should consider how many images are needed to communicate the development of an idea and what looks balanced.
- Images should be saved as a series of .jpg files or as one .pdf file. Videos should be saved as .mp4 files.
- All files must be labelled with your name. If you are submitting a series of .jpg files you should also number them in order that they are to be viewed e.g 1.RodionovaKsenia.jpg; 2.RodionovaKsenia.jpg etc.

- ! Make sure you allow enough time to prepare your digital portfolio. A well-presented portfolio takes a lot of time to organise, be prepared to refine the quality and clarity of your portfolio. A poorly prepared portfolio often makes it difficult for admissions tutors to judge your suitability for the course.

Your application will be graded 1-5 on the following criteria:

1. Objective drawing
2. Quality of crafting
3. Experimental approach to media
4. Range of processes
5. Ability to follow an idea through
6. Contextual research

Grades will be averaged to determine your suitability to undertake the course. Applicants can score highly in one criteria and lower in another and still be offered a place.

Your digital portfolio should address the following recommendations:

Objective drawing

We are particularly interested in your ability to translate the 3 dimensional world onto a 2 dimensional surface. You should include evidence of drawings that you have made from observation e.g. landscapes, cityscapes, interiors, people and objects. Do not include drawings made from photographs. You should include work that demonstrates your understanding of the key principles of line, tone, colour, form, space, perspective and composition.

Quality of crafting

We are particularly interested in your attention to the details of how an image, object, garment or video has been crafted. How skilled are you at using the media that you have worked with?

Experimental approach to media

We are particularly interested in the many different ways that you can use a pencil, a paint brush, a sewing machine, a camera or a piece of cardboard etc. How many ways have you explored the potential of the media you have used?

Range of processes

We are particularly interested in the range of methods and media that you have explored. These could include drawing, collage, model making, photography, printmaking, fabric manipulation, video, ceramics, jewellery. We do not expect your portfolio to contain all the above media. Your range of materials and methods of investigation may well be determined by your current course of study.

Ability to follow an idea through

We are particularly interested in the development of your ideas and the process that you have gone through in order to arrive at a final outcome. We would like to see the extent of your developmental process, from your initial ideas to your final resolved outcomes. We are just as interested in seeing early test pieces as we are in completed outcomes. Developmental work may be in sketchbooks or worksheets and might also include experimental drawings, developmental designs, storyboards, mood boards, technical design drawings etc. Consider filming slowly turning the pages of your sketchbook on your phone and uploading this as an .mp4 file.

Contextual Research

We are particularly interested in your understanding of contemporary art and design and how this informs your practical projects. We are interested to see where you gather your research from: gallery visits, books, magazines, websites etc. The evidence that you submit may include images of work by contemporary artists or designers, from magazine articles, screenshots from websites, or exhibitions you have visited. Please make sure that you reference the source of your research.

Guidelines to Personal Statement

The Personal Statement should be a short piece of writing (300-500 words) saved as a .pdf file and uploaded as part of your digital portfolio. Within this piece of writing you should outline your reasons for wanting to study on the Foundation Art and Design course at BHSAD.

You should also demonstrate your understanding of the aspects of contemporary art and design that you are particularly interested in. It is not expected that you demonstrate a comprehensive understanding of ALL aspects of art and design practice BUT: if you are interested in fashion then which fashion designers interest you? Why? If you are interested in architecture then which architects interest you? Why? If you are interested in Illustration then which illustrators interest you? Why? etc.

We are also interested in what inspires and informs your work, so you may wish to include evidence of your interest in the media, history, philosophy, music, theatre, cinema, literature, new technologies etc.

Guidelines to Zoom Interview

Your interview will take place via Zoom and will last approximately 20 minutes. The interview will consist of an informal discussion with a member of the Foundation teaching team who will have reviewed your digital portfolio prior to the interview.

Discussion will largely revolve around your portfolio of creative work. We will also ask you a range of questions that explore your knowledge and understanding of contemporary art and design. This will be informed the Contextual research section of the digital portfolio: The artists and designers you are interested in? Which museums and galleries do you visit? Which books and magazines have you read? Which websites do you use? You should also be prepared to talk about your other cultural interests such as cinema, theatre or literature.

Guidelines to English language level test

The test consists of 2 parts, written and oral. Before the test, you will either be invited to or sent a presentation, where you will see test samples, types of tasks, and the LMS platform itself and guidelines on how to use it.

	Written	Oral
Where	UU LMS platform (computer based test) the link will be given before the test and you will have to register with your email address and create a password	Zoom an individual session with an examiner
When	on a stated date of exam, which you will be informed of personally via email	1-2 days after the Written part
What	Listening / 10 min —10 questions, played ONCE ONLY, IELTS listening Section1 type of task Reading / 30 min —20 questions, 2 texts, FCE types of tasks Grammar test / 40 min —50 questions, 4 options to pick from Essay / 45 min —opinion essay structure, 200-250 words	a 5-10 min talk about general things in English: <ul style="list-style-type: none">• where you come from• hobbies/interests• plans for the future• pets• etc.
