photography

IF YOU LOVE THE EXCITING WORLD OF PHOTOGRAPHY AND WOULD LIKE TO ENROL FOR OUR BACHELOR OF ARTS (VISUAL COMMUNICATION) COURSE, WE’D LOVE TO HAVE A PERSONAL INTERVIEW WITH YOU. AT THAT TIME, WE’D LIKE TO SEE A PORTFOLIO OF YOUR PHOTOGRAPHIC WORK. A SMALL SAMPLE OF 10 IMAGES, OR SAMPLES THAT BRING OUT YOUR CREATIVITY AND PASSION FOR PHOTOGRAPHY, IS WHAT WE’RE LOOKING FOR.

We don’t expect your portfolio to be of “professional standard” - not yet! It’s our job to help you make that transition from amateur to professional. Of course, we can gauge your enthusiasm and creative excellence from the portfolio work you submit. It’s a competitive industry and we’d love to ignite your creative spark - and build on it.

We require;
- 10 well-printed images
- Presented neatly in an A4/A3 portfolio

Chose your images based on the following important criteria;
- Composition
- Lighting
- Visual happening
- Atmosphere
- Technique

We want to see images that reveal a sense of design, that create mood and atmosphere, that reveal technique, that capture a unique moment or communicate a specific message.

Try to select images that would distinguish you from other students. We want to see your style and vision.

You can show a selection of work that includes various genres of photography including;
- Landscape
- Portraiture
- Architecture
- Fashion

Alternatively, if you have a photographic series (perhaps your high-school major work or a personal project) that you feel would better reveal your technical and creative ability, please include this in your portfolio.

The interview process is primarily for the purpose of learning more about you and your education to date. This is to determine that you have the right aptitude and skills to successfully complete your course.

The Program Director for Photography will review your work and give you useful feedback. Just be yourself and prepare to explain your work. If you are enthusiastic about the work you are presenting, this will have a positive impact during the interview process.

We look forward to meeting you and seeing your work soon!

interior design

A PORTFOLIO OF YOUR DESIGNS IS YOUR PASSPORT INTO INTERIOR DESIGN. IT TELLS US ABOUT YOUR PASSION, STYLE AND CREATIVE FLAIR.

Interior Design is all about designing and executing inspired, yet functional, interior spaces. You learn all about creating pleasant, appealing and exciting designs, while working within the challenges of budgets and time.

You learn to create original design concepts and to express them expertly, using the right materials, finishes, colours, lighting and atmosphere.

Your interior design skills can be applied in a variety of building environments:
- hospitality
- public space
- residential
- offices
- retail
- commercial
- exhibition design

SOME TIPS FOR CREATING YOUR PORTFOLIO

Your portfolio says a lot about you - your creative thinking process, your style and so on.

It supports your application to study interior design at Raffles. So make sure that your portfolio demonstrates a diversity of work and your ability to develop ideas.

We’d like a minimum of 6 to 8 pieces of work, but not more than 20. You could include drawings, artwork, textile design, photographic work or anything else you feel is relevant.

But these works should not be isolated pieces. Your submitted work should have a theme and follow a design process.

MOST IMPORTANTLY!

We do recommend that your portfolio be A3-A2 format (not compulsory). Keep your portfolio simple, let the work speak for itself. Your portfolio must be all your own work and is to be recent (completed within the last 12-18 months). Work should have headings or descriptions, which will assist in the assessment of your work.

We enjoy seeing portfolios that explore design possibilities and demonstrate a willingness to learn.
graphic design

GRAPHIC DESIGN IS ABOUT THE IDEA, THE ABILITY TO PROBLEM-SOLVE THROUGH CONCEPTS AND IMAGERY.

We encourage all applicants wanting to study Graphic Design to present a portfolio (some examples of your own work) that explores design through drawing, creativity and problem solving.

To make it easier for you, we’ve created a list of tips to help you put together your portfolio. This will make submitting your work much easier.

So good luck and we hope to see you on campus soon!

PORTFOLIO TIPS AND RECOMMENDATIONS

10 to 15 images of your best and most recent design work. Your portfolio or work examples may cover course assignments, personal projects, or work experience. You may consider a single ‘theme’ OR a variety of topics that highlights your drawing and problem solving abilities.

You might consider showing us a visual diary or working drawings that shows us the creative process you followed before arriving at your final designs. We encourage that any drawings submitted in your portfolio be from your own direct observation rather than other sources (such as photographs or Internet images). It would be great if you presented different drawing and painting disciplines - figure drawings, portrait, still life, landscape, and sketches.

It’s recommended your portfolio be clearly labeled and neatly collated within plastic sleeves (work maybe photographed and mounted). We also suggest that any bulky, large format artwork be photographed and presented – it’s just more manageable for you.

Also, briefly tell us what each submission represents. Why am I showing ‘this particular’ piece of work? Monitor the continuity and the flow of the work in your portfolio (from one page to the next). Continuity provides structure and logical progression within your portfolio.

Your portfolio should celebrate your creative abilities and showcase your design potential. We embrace strong ideas, drawings and exploring the creative process.

MOST IMPORTANTLY!

We do recommend your portfolio be A3-A2 size (but that’s not compulsory). Keep your portfolio simple, allow the work to speak for itself. Focus on the quality of your work and your presentations.

Consider whether your work shows diversity and reflect your design and conceptual skills? We enjoy seeing portfolios that explores design possibilities matched with a willingness to learn more.

digital media

WHEN YOU APPLY TO STUDY A BACHELOR OF DESIGN OR BACHELOR OF ARTS (VISUAL COMMUNICATION) WITH US YOU WILL NEED TO SUBMIT A PORTFOLIO OF YOUR CREATIVE WORK. THIS GIVES YOU THE OPPORTUNITY TO SHOW US HOW YOU STAND OUT FROM THE CROWD. WE WANT TO ENSURE THAT YOU WILL HAVE THE ABILITY TO EXCEL IN THE COURSE. VIEWING YOUR PORTFOLIO GIVES US SOME INSIGHT INTO YOUR POTENTIAL, ORIGINALITY AND MOTIVATION.

WHAT IS A DIGITAL MEDIA PORTFOLIO?

A portfolio is a collection of creative work that can be submitted in a variety of formats:

- paper
- CD/DVD
- website

You can include any type of work that you think best represents your creative talents. It’s best to include a range of work and this can be in any genre that you like:

- drawing
- painting
- sculpture
- photography
- video
- digital media

anything else you can think of we’re interested in seeing what you’ve been up to and what kinds of ideas you’ve generated. This will help us in assessing your aptitude for studying design.

WHAT WE WANT TO SEE...

A portfolio is not a test of design skills - we teach that. We like to see portfolios with original ideas. We understand that you want to come here to learn the skills necessary to become a designer, but we want to see that you already have a solid creative foundation. Therefore you should include 5-8 examples of the work you are most proud of, the work that you believe best shows your creative ability. There are no rules about what should be included in a portfolio. Here are some examples of what you might like to include:

- Developmental items
- Completed pieces
- Work in different media
- Work that demonstrates a range of abilities
- Work that tells us something about yourself

HOW TO DISPLAY YOUR PORTFOLIO

It is entirely up to you how to display your portfolio. It is a good idea to keep it neat and simple, as you do not want to distract from the pieces you are displaying.
fashion marketing

THE PORTFOLIO IS A COMPULSORY COMPONENT OF YOUR RAFFLES APPLICATION PROCESS. WE ENCOURAGE YOU TO TAKE TIME TO REFLECT UPON YOUR IDEAS THAT YOU WILL PREPARE AND PRESENT, AND MOST IMPORTANTLY TO ENJOY THE PROCESS OF PUTTING TOGETHER THE PORTFOLIO.

TASK A:

Choose to create either

• 8 – 10 editorial looks for a magazine
• 3 – 4 displays of a visual merchandising window installation for a small boutique.

For both Editorial looks for a magazine and Visual Merchandising window installation for a small boutique:

• Identify a season, for example, spring/summer or autumn/winter
• Choose a product category, for example, men’s wear, women’s wear, children’s wear.
• Choose a ‘look’ or a number of ‘looks’, for example, boyfriend, street glamour, movie glamour, Boho chic, Futuristic, Classic chic, retro chic, neon, to name a few.

Find garments and accessories from your own wardrobe or your friends’ wardrobes. You might like to include some inexpensive pieces from markets or Vinnie’s. You could also use recycled fabrics and accessories. Your choice of garments should be a mix of styles and ideas. We’re looking for your ability to be resourceful and original in your presentation.

• For Editorial looks for a magazine, Curate 8 – 10 looks, style the pieces on a model, a friend, a mannequin or dress stand.
• For the window installation place 2 or 3 mannequins or dress stands together and create 3 or 4 windows displays.
• Take pictures of the styled ‘looks’ or ‘windows’.
• Lay out the final images in an A3 size portfolio
• Digital submissions should be in PDF format.

Your ideas must be your own. The work should be created specifically for the submission.

PORTFOLIO REQUIREMENTS

Please make sure your portfolio adheres to the following requirements:

• 8-10 pieces of work (no more than 16) in an artistic medium, preferably but not necessarily with a design focus
• It should have a ‘theme’ running through your work, or a concept.
• Please attach a written rationale of 250 words (1 x A4 page double-spaced) which explains the inspiration behind your work
• All work in your entry portfolio should be recent (this means you should have completed it within the last 12 months) and must represent YOUR OWN ideas and work, and not infringe upon the copyright or intellectual property of other artists, authors or talent.
• Please mount and annotate (i.e., label with computer-generated fonts where appropriate)
• All portfolios should be no larger than A3 format.
• All digital submissions to be in PDF format.

fashion design

YOUR ENTRY PORTFOLIO SHOULD BE A CREATIVE COLLECTION AND YOU SHOULD COMPILe IT IN ORDER TO DEMONSTRATE PRIMARILY YOUR CREATIVITY, BUT ALSO YOUR ABILITY TO COMMUNICATE AND CONCEPTUALISE MORE ABSTRACT DESIGN IDEAS. IT IS DESIGNED TO SUPPORT YOUR RAFFLES’ APPLICATION.

Regardless of whether you are applying for fashion design or fashion marketing, it could include the following:

• Fine Arts work (eg., paintings, sculptures)
• Drawings
• Sketches
• Illustrations
• Textile design and or development
• Photography
• Graphic Design /advertising layouts

TASK B:

Explain your concept or ideas behind your presentations in approximately 250 words and 5 – 10 images. Include:

• A description of your inspiration and influences, supporting your theme/s.
• Consider how you decided on the chosen theme/s.
• For what market do you think these ‘looks’ would be appropriate?
• Include fashion images that support your trend directions. Reference the images.
• Include images of brands that inspire you.
• Give examples of the kinds of magazines in which you would find such ‘looks’. Or …
• Give examples of the kinds of stores that would have such windows.

TASK C:

Choose one advertising image from a current fashion magazine, reference the advertisement and analyse its significance in approximately 250 words. Take into account the following questions:

• How would you describe the fashion brand’s style?
• For what market do you think this image is intended? (Is it for young women, 18-39, Men, 39-55 etc)?
• Do you feel this fashion image is successful as a piece of advertising?
• Does it communicate its message well? Why? Why not?