

Advertising & Brand Design BA

Information on the portfolio

Why is a portfolio required?

The program includes a variety of projects that demand creativity, aesthetic sensitivity, and design expertise.

Developing corporate and brand identities, packaging, advertising materials, and various communication media are essential aspects of a designer's and art director's role in the creative industries.

A portfolio serves as an indicator of an applicant's interest and passion for design, as well as their creative potential.

What criteria are used to evaluate a portfolio?

Creativity

Creativity is the pursuit of new solutions. It should be seen not as a challenge but as an inspiring and motivating process.

- Thoroughly analyze tasks
- Explore unconventional approaches
- Experiment with different possibilities
- Develop innovative ideas

Aesthetic perception + creative expertise

The visual appeal of brands and communication media is crucial to the effectiveness of advertising. Is the design distinctive enough to stand out, even in challenging conditions? Does the design effectively communicate the intended message, brand values, or perception?

- A strong sense of shape and color composition
- The ability to use design strategically (creating visual hierarchy, realizing communication goals through design).
- Familiarity with relevant software (e.g., Adobe applications, 3D software) and skills in drawing/painting can be helpful for admission but are not required prerequisites for the program.

Contents of a portfolio (minimum 10 works)

The portfolio should highlight the applicant's creativity, aesthetic sensibility, and design skills. It's important to remember that these competencies can be presented individually through different works.

This means the portfolio may include projects that showcase a creative approach (e.g., an innovative idea, business model, or experiment) as well as works that focus on aesthetics and design.

The submitted work samples do not need to be connected; a diverse selection is encouraged, as the overall impression is what matters most. Additionally, work created in other contexts such as school projects, previous studies, or competition entries can also be included.

Suitable work

- Sketches, drawings, illustrations, paintings
- Photographs, videos, animations
- Logos
- Packaging design
- Product design + interior design
- Typeface design
- Idea and innovation concepts
- Experiments, research + project work

If needed, the work can be supplemented with explanatory text.

Please note

The portfolio should show creative, aesthetic and design diversity – works from only one area (e.g. only photographs, video tutorials etc.) should be avoided.

The portfolio should be up-to-date – work older than 4 years should be avoided.

The portfolio should be individual – copies of existing ideas and designs are not very creative or impressive.

The portfolio should be structured – one work/topic per page, sufficient white space, clearly organised.

Good luck!