BA Illustration

Information on the portfolio

Why is a portfolio required?

Since the BA Illustration is an practical creative programme, we need to see evidence of your artistic skills.

What criteria are used to evaluate a portfolio?

Technical Skill and Creativity

In your application portfolio there should be a higher level of draftsmanship visible. This becomes evident through drawings/ paintings/ designs of various topics, such as the human figure, landscapes, interiors and objects. We look at evidence of

- confidence with a variety of different media (if works are mostly digital, provide examples of your analogue work too)
- analogue tools: a certain proficiency in their application
- digital tools: a variety of themes and atmospheres
- an interest in experimenting with different media and styles
- confidence with shading, proportions and perspective
- effective use of colour
- a sense for composition
- a keen interest in the human figure

Previous knowledge in the use of relevant software (e.g. Adobe applications, 3D Software) are helpful but are not a prerequisite for admission to the programme.

Storytelling

Illustration is visual storytelling – be it to tell fantastic stories within Children's Books or Graphic Novels, to visualize editorial content, to relay information, to advertise an event or to sell a product; or as a form of social commentary. In your portfolio we look for evidence of an interest in storytelling. This can be through

- presenting concepts for a comic or a book idea you might have
- short comics
- experiments with animation
- various character designs
- A series of posters exploring current political and socio-economical issues such as climate change, world politics, gender equality etc.

- Illustrations for literature texts or song lyrics you find inspiring

Contents of a portfolio (10-15 works)

Your work samples in the portfolio do not have to relate to each other - very different works can be submitted, the overall picture is decisive. Work can also be submitted that was created in a different context (e.g. at school, in a previous degree programme, for participation in a competition, etc.).

Suitable work

- Drawings and paintings
- Printmaking (linocut, etchings, screenprints, riso prints, lithographs)
- Comics
- Children's book illustration
- Character Design
- Animation
- Graphic Design/ Editorial Design
- Poster Design
- Logo Design
- Photography
- Videos
- Life Drawings
- Sketches, concepts, ideas (a maximum of two pages in the portfolio)
- Experiments, research + project work: ceramics, textiles, performance, murals, ...

If required, the work can be explained with accompanying texts.

Please note

The portfolio should demonstrate a range of different creative interests –
works from only one area (e.g. Manga or Animé style) or a lot of works from areas very different from illustration (i.e. photography, sculpture etc.) should be avoided.

The portfolio should be up to date –
works older than 2 years should be avoided.

The portfolio should be individual and show your own unique visual handwriting -
copies of existing artworks or styles are not very creative or impressive.

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

Please be advised that submitting a link to your website or online portfolio isn't sufficient.

Good luck!