



Thank you for your interest in the **Portfolio Interview pathway** for the **Bachelor of Design (Visual Communication)** at Western Sydney University.

We welcome the opportunity to meet you, view your work and have a talk about your interest in Design. This interview will determine your eligibility for an early offer into the undergraduate degree.

Our Design (Visual Communication) program is centred on studio-based practice and will provide you with skills and knowledge to communicate ideas and information across a wide range of visual media.

It nurtures innovative, articulate designers with strong portfolios ready for exciting careers in the design and creative industries. The program takes account of the rapid transformation of globalised communication, information and media technologies that are reshaping visual communication design.

Our subjects combine practice and theory to develop your creative, intellectual, and technical skills in preparing print and digital materials. It does this in well-equipped studios, with a mix of online and face to face lectures and workshops in tutorial or computer lab environments. The program integrates projects from external community and industry clients, so that students are job ready when they graduate.

To be eligible for interview:

- Lodge an application through the Universities Admissions Centre NSW and ACT (UAC) or directly to Western Sydney University via:
westernsydney.uac.edu.au/ws/
- Select an interview time slot (20 minutes)

Applicants can be made an offer to the program based on a portfolio interview, which is conducted by the Western Sydney University Design staff.

The interviews will take place face-to-face on **19 November**. You will be asked to select a time for a 20 minute session between 11am - 3pm at our Parramatta City campus.

HOW TO PREPARE FOR YOUR PORTFOLIO INTERVIEW

You are required to prepare 3 to 6 pieces of original creative work to show and discuss in your session. This can be work that you've produced for school, a course, or as a personal project, including (but not limited to):

- Drawings – pencil, pen, pastel, ink, digital
- Artworks – paintings, collage, sculpture
- Photographs

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- Graphic design – posters, invitations, business cards
- Digital media – website, games, video/film, animation
- Work in progress – visual process diary, experimental, or unfinished work

HOW TO DECIDE WHAT TO INCLUDE

You don't need to have everything that we've listed above, although showing a range of your skills and talent is a good approach. We will be evaluating your portfolio using the following criteria:

- Conceptual thinking and idea development
- Compositional skills
- Media use, technique, and execution
- Digital skills (if appropriate)

HOW TO PRESENT YOUR PORTFOLIO

This can be a physical printed portfolio or a digital folio, or a mix of both. Choose how to present this based on what makes the most sense to each piece. If this is a digital folio, you will need to bring your own equipment to present this on (an iPad or laptop).

Allow each piece of work to shine by showing one piece per page. For each work, you can include scanned/photographed or physical pages from sketchbooks or visual process diaries – of bodies of work in progress – to show the development of your ideas, style and/or techniques. If you have videos on YouTube or Vimeo, you can show these too but be mindful of the time.

Note: email to m.catanzaro@westernsydney.edu.au and for assistance or answer questions.

INTERVIEW

Your interview is an opportunity to talk about the work in your portfolio, the materials and ideas, and your motivation for studying our program. You will be asked to answer a few questions about what inspires you and your experiences with design, and you are also welcome to bring questions for us! You should prepare to talk about one piece of work or project in detail during the interview; we will be very interested to hear how you think and solve problems, as well as seeing the final outcome.

You will be interviewed for 20 minutes by two academic staff. Your performance in the interview and your portfolio will determine if you are eligible for an early offer to the Bachelor of Design (Visual Communication).

Current 2024 Year 12 students will be made a conditional offer (pending HSC completion) from December 2024. All other eligible applicants will be made an offer from November 2024.

We look forward to meeting you.

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