



**Middlesex
University
London**



BA (Hons) Fashion Communication and Styling

Portfolio Guidance

A portfolio is a collection of your creative work that introduces you and explains your interests and skills

- It should provide evidence of an interest in and knowledge of Fashion Communication and Styling.
- Portfolios are usually physical books or binders but if you are submitting an online portfolio, it can be presented in a single PDF format or hosted on an online portfolio platform.
- It should be 10-15 pages long and include a variety of work.
- Include visual work from projects undertaken at GCSE, A-Level, BTEC, Foundation course, or similar, as well as your own independently created work

What we look for in your portfolio:

- A keen interest in Fashion Communication and Styling. Your portfolio should include your creative work that relates to fashion as well as research and evidence of your awareness of contemporary fashion designers (or stylists and photographers)
- Examples of research and design development showing a curiosity and interest in how things work, where ideas come from, what is happening in contemporary fashion, culture, media and art. Include things like early sketches, models, or collages as well as later, more complete and finalised designs. Tutors use your portfolio to assess your potential to succeed in your area of interest, so they are looking for evidence of aptitude and endeavour: do you appear to be deeply interested and committed to exploring the subject. They aren't looking for highly finished and polished results but are most interested to see how you set about solving problems or handling new techniques.

- Experimental work is very welcome (even if the experiment hasn't entirely succeeded!) because it shows how you think creatively and take risks
- Examples of the breadth of your skills - Show us examples of different kinds of techniques and processes you have experimented with such as image-making, photography, digital programs, graphics, video, illustration, layout design, etc. You don't need to include all these techniques, but try to show a selection!
- Good communication of ideas - Include brief texts to explain what you have done, and why. We are interested to read about your views, and to see how you express yourself. Include titles, dates and whether you made the work as part of a course or independently
- The ability to document your ideas & creative process from start to finish. For example, you could in

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