MA Graphic Design and Creative AI

Portfolio Guidance

A collection of your creative work that introduces you and explains your abilities and skills. It should provide evidence of an interest in Graphic Design and Creative AI and ideally show a range of work from your undergraduate degree or industry experience. We are looking for between 10-15 pages, enough to see the range of your strengths and abilities, but not everything you have ever produced! You are asked to submit a digital portfolio which can be presented in a single PDF format or hosted via an online platform.

Detailed Portfolio guidance:

— Include examples of different graphic design techniques and creative processes you have explored, such as typography, layout, branding, visual systems, experimental graphics, generative or AI-assisted design, image-making, and concept development. You don't need to include all techniques, but it's important to show a range of ideas and visual approaches.

— If you can, include examples of creative thinking, research and design development from your previous studies. Let us understand your design process. For example, you could show how you develop your ideas through research, sketching and experimentation, as well as 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?

— Production of a clear and professional portfolio of your ideas and designs. Ensure graphical approach is considered and contemporary. Clearly communicate the ideas and key features of the work you include through annotation.

— Your work should promote your ability to study Graphic Design and Creative AI at Middlesex University and your individuality as a designer.

Email: ACIPortfolios@mdx.ac.uk
Web Link: www.mdx.ac.uk/courses/postgraduate/graphic-design-and-creative-ai-ma/