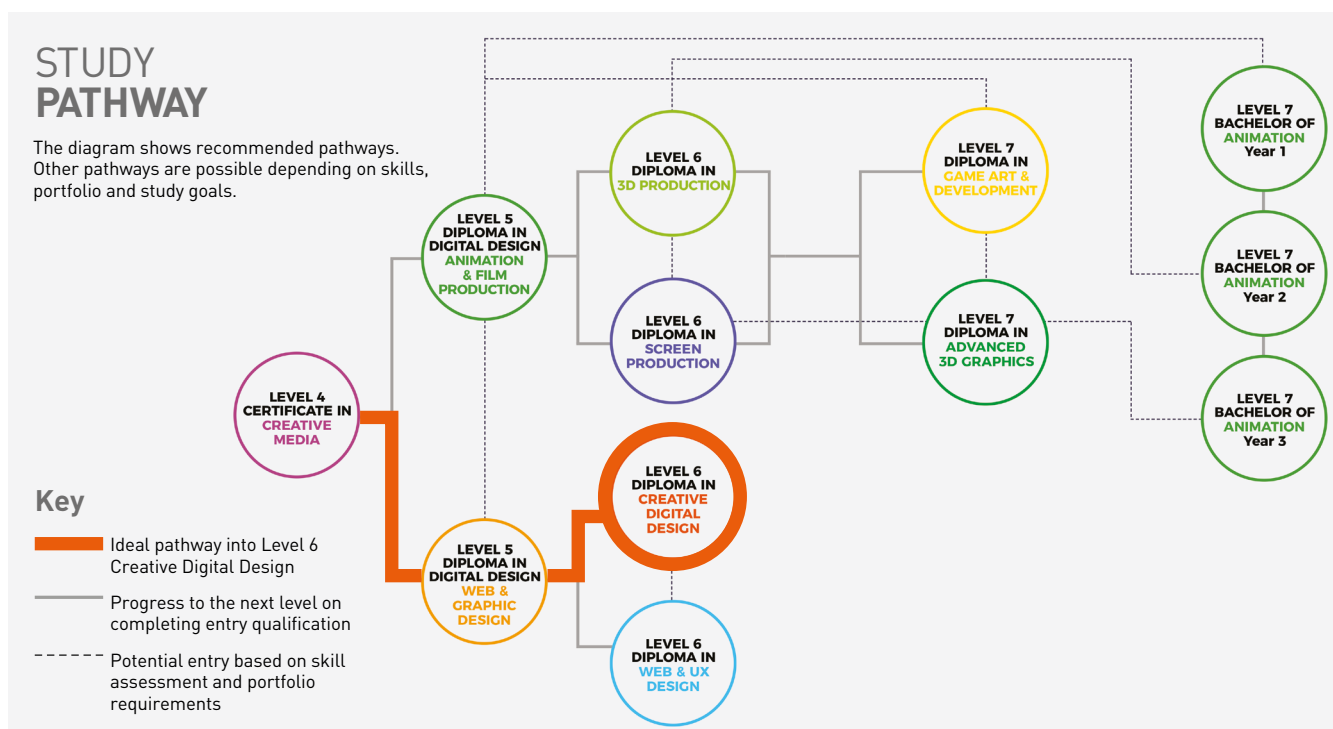


PORTFOLIO GUIDELINES

LEVEL 6 CREATIVE DIGITAL DESIGN

Your portfolio will be assessed in order to determine if your skills, knowledge and software experience are equivalent to those demonstrated within the ideal Yoobee Pathway Diploma(s).



PORTFOLIO – What to demonstrate

A successful portfolio should be able to demonstrate proficiency in design techniques and processes.

The quality of work should demonstrate an understanding of the fundamentals of design; including applying elements and principles of design, use of colour, typography and layout techniques.

The software and skills lists are based on learning that occurs during pathway through the ideal Yoobee Diplomas (as above diagram).

*** Indicated** software and skills are essential for entry.

SOFTWARE

- + **Raster graphic creation and manipulation software***
such as Photoshop
- + **Vector graphic creation and manipulation software***
such as Illustrator
- + **Layout software***
such as InDesign
- + Other software

SKILLS

- + **Graphic Design***
- + Web Design
- + Interface Design
- + App Design
- + Digital Illustration
- + Motion Graphics
- + **Following a Process***
- + Other creative projects

PORTFOLIO GUIDELINES

LEVEL 6 CREATIVE DIGITAL DESIGN

*Please use the below tasks as a guide for your submission.
Providing all details helps ensure successful enrolment
into the best programme for your skills and goals.*

TASK A – Application Letter

Please provide a brief application letter that includes the following:

- + written in your own words and in English
- + a brief introduction of yourself
- + your academic / work background
- + your reasons for wanting to enrol in this programme
- + your aspirations in the creative industry
- + *list* of your software skills

TASK B – Portfolio

Demonstrate an understanding of the fundamentals of design and processes.

The Portfolio

- + provide a PDF *or* online link
- + include 7-10 examples
- + demonstrate relevant software and skills
- + showing some process / workflow is helpful

Each piece of work in the portfolio must be clearly labelled with:

- + intention of piece *study project / personal project / client / freelance etc.*
- + year created
- + software used
- + skills being demonstrated
- + if group work is shown, outline your specific tasks / involvement
- + attribution for any assets used that are not your original creation

TASK C – Exercise

Please complete **ONE of the following exercises and supply files.**

- Design a brochure for your local Museum (or Art Gallery)**
Include graphics and information about areas of interest, that relate to a specific Target Audience.
Show the process you followed to create and refine your final brochure.
Include an explanation about the final design.
You must supply the packaged working file.
- Design an event Poster**
Design a poster for an event (this can be an actual event or an imaginary one).
Show the process you followed to create and refine your final poster.
Include an explanation about the final design and how you came up with the ideas to create it.
You must supply the packaged working file.