



ACADEMIC
STUDIES ABROAD

Portfolio Advice

For ASA Students applying to University of the Arts London

If you are applying to study abroad at University of the Arts London, you must first choose which college at UAL you want to apply to. ASA can certainly help advise on which college would suit you best. Each college at UAL has its own specific identity and is referred to separately from all the other colleges at UAL. Students and professors tend to be very loyal to their particular college. It is helpful for you to start thinking that you are applying to your college of choice (i.e. CSM, Chelsea, Wimbledon, LCC, Camberwell, etc.) – instead of to UAL.

Your portfolio is the most important part of your application, the second most important being your GPA and your personal statement. The following is some advice to help you submit the best portfolio possible! (At the end of this document, you will find some tips for writing your personal statement.)

The Course Director (department head) at your UAL college will be the person looking over your portfolio. He/she will determine your admissibility to the course you are applying for. Your portfolio will also at least partially determine which classes you will be permitted to take. Classes are categorized by Levels – i.e. Year 1, Year 2, etc. Your portfolio and transcript will tell your Course Director what year will be the best fit for you. If you are accepted, this means your Course Director has taken a personal interest in you and your work!

What is UAL looking for in my portfolio?

If you are an artist or designer, you may have already put together a portfolio before. If you're not an artist or a designer, you may not have done this before. To be clear, typically, all applicants to UAL, in any subject area, must submit a portfolio. Once again, this is an important part of your application, so you need to spend time on it.

****Don't be afraid to take a risk! Course Directors like to be challenged and surprised by your portfolio! ****

VERY IMPORTANT: Your portfolio must show the critical process of your work, not just finished products. By critical process, they are looking for you to critique and analyze your own work. Take a fresh look at projects you completed in the past and think about them in a

larger scope. You are encouraged to submit unfinished projects as well as finished, in order to show your process!

Every project you submit MUST be accompanied by a paragraph or short essay exploring your critical process. Consider talking about:

- Why did you choose this particular project?
- What were you looking to achieve or explore?
- Why did you choose to explore this particular theme?
- If this was part of a group project, what was your role in the group and what were you responsible for?
- What did you notice/observe when you looked back at an old project? Did anything surprise you?
- What did you like about your work?
- What didn't you like about your work? How might you approach the project differently? What choices are you happy/unhappy with?
- Does this project tie into any academic goals you have or any other projects you've completed?
- In addition to analyzing each individual project, think about and comment on each piece as part of your work as a whole.

The following may be included as part of your portfolio:

- Blogs
- Video (e.g. Vimeo, YouTube, etc.)
- Photos (e.g. Flickr, etc.)
- Personal website
- Power Point
- Any other digital format you can think of will probably be fine, but please double check with ASA first.
- Note: Written items must be in PDF format

Finally, here are some tips for writing your personal statement:

- Why did you choose this particular college at UAL?
- What do you hope to accomplish or achieve while studying at your college?
- What are your long-term goals in your degree area?
- What kinds of projects are you hoping to take on, or themes you hope to explore?