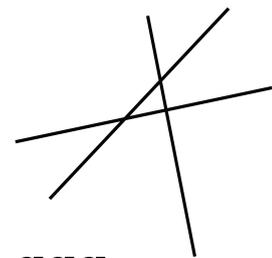


CREATIVE PORTFOLIO CHALLENGE INSTRUCTIONS



aaa
school of
advertising

PRACTICAL WORK

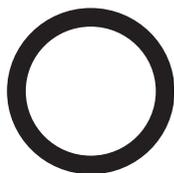
Existing Work

1. Choose the three best creative works you have done at school or in your personal time in any medium and submit good quality A4 colour copies/photos of these.

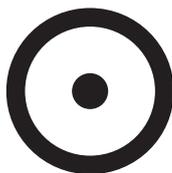
New Tasks

2. Do a pencil drawing of your favourite product. Pay attention to form, lighting, texture, perspective and proportion. The drawing must be accurate but not devoid of interpretation. Consider including a background, which enhances your product. This drawing should be a demonstration of your observation and drawing abilities.

3. Please write down ideas as to what the following shapes could represent: Think laterally !!!



a.



b.



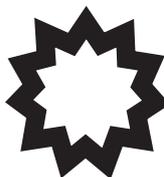
c.



d.



e.



f.

WRITTEN WORK

1. List your five favourite books (no set works) and include the author's name.

2. List your three most inspirational movies or TV series of all time. What inspires you about them? 100 words max each.

3. Find a logo, which represents a company that targets you as the consumer and that you feel **communicates successfully**. Discuss **two positive** things and **two negative** things about the logo. Motivate your answer. We are looking for your personal insights. **Please include a copy of the logo you are discussing with your answer.** Between 150 & 200 words

DECLARATION

I hereby declare that I, (full name & surname) _____

The Applicant have completed this application unaided.

signature _____

date _____

Guidelines

1. The creative portfolio challenge is a mini portfolio project that helps us understand your creative thinking skills.

2. All of the answers to the Questions in the Challenge must be typed

3. This challenge must be completed unassisted and must deliver your own insights. Any copied work will result in the disqualification of a candidate.

4. Include a well designed front cover for your mini portfolio with your name and the course you are applying for and contact details on it. The cover may also include an image or illustration.

5. NB. !!! Consider the design of the entire presentation, including choice of typeface, look & feel, colour, binding and paper. Your mini portfolio must be A4 size, reduce any artwork that is larger than this. Remember that good presentation makes a positive impression and conveys a strong message about you.

6. The applications received are assessed by a panel of lecturers. All candidates must be prepared to attend an entrance exam/workshop and/or an interview. Successful applicants will be contacted with details.

Remember this is to test your creative and conceptual ability. Take your time, do your best but, most importantly enjoy yourself! Please note that the mini portfolios will not be returned.