

BA Creative Advertising and Art Direction

Are you applying for the **BA Creative Advertising and Art Direction** course? You will be asked to submit a **portfolio** along with your application. Please follow the information below to ensure that your portfolio is formatted in a way that enables you to submit it easily, and to find out what kinds of things you should include.

Why do we ask for a portfolio?

We ask students to upload an edited portfolio of their work. Most UK schools offering programmes in advertising, branding, art and design do this. Please do not worry about the right sort of portfolio or the right type of work to include. For the Creative Advertising and Art Direction programme our definition of a portfolio is very broad. We are looking for any evidence of your creative thinking and love of making things.

Portfolio Requirements

The portfolio needs to include 10 separate pieces of work including 1 self-tape and can be any mix of the suggestions below

Things you might include in your portfolio (but are not limited to):

- A short (up to one minute) self-tape in which you explain why you are interested in Creative Advertising. This can be shot on your phone in selfie format.
- Art or design projects
- Short stories
- Product designs
- Videos
- Creative TikToks
- Photography
- Poetry
- Creative coding or app design

Once you have chosen what to include then you will need to collate the material into a single digital file. So for example if you have links to a video on YouTube or TikTok then embed the links into the file you are sending.

To find out more

You can view more information about the Creative Advertising and Art Direction programme, including modules, course structure and study modes, by visiting:

<https://www.gre.ac.uk/undergraduate-courses/ach/creative-advertising-and-art-direction-ba-hons>

