Portfolio of Evidence

2016

Bachelor of Applied Arts
(3D Animation)
PORTFOLIO OF ARTWORK FOR STUDENTS WITH ART/DESIGN SUBJECTS IN GRADE 12

Portfolio of Evidence must be submitted on/before 15 October with completed registration form. This portfolio requirement ONLY applies to students with art/design as school subjects. Students without art/design subjects will be required to submit a DIFFERENT Portfolio of Evidence.

SCOPE OF APPLICATION
In terms of the Admission Policy of Prestige Academy, a portfolio of evidence is required over and above the normal requirements such as the completed registration contract for certain qualifications, namely the three year diplomas and degrees. The portfolio is used to evaluate whether the applicant has the necessary drive and prerequisite skills to complete the program successfully.

Applicants must be computer literate and be able to work within the Microsoft Windows environment. They must demonstrate sound drawing skills, a thorough understanding of working with colour, and comprehension of the 3 dimensional images they would like to create. They must submit a well organised and presented portfolio as described under heading “Portfolio of Artwork”.

GENERAL CONDITIONS AND REQUIREMENTS
- All applicants must submit the required portfolio, irrespective of whether they have done art or design at school, or not.
- Submitting the portfolio does not automatically mean that the application has been approved.
- Applicants should submit only ONE portfolio for entry into the Diploma and/or Degree qualifications.
- Applicants must complete the portfolio without any assistance. Do not copy or trace drawings from other artwork or designs.
- Please do not bind the artwork.
- Applicants from distance locations must ensure that the documents are secured in a sturdy folder to prevent damage to the documents inside when submitting the portfolio by mail.
- Portfolios will not be returned to students unless collected personally.

STEP 1: All applicants are required to submit a portfolio of artwork for assessment.

This must consist of a minimum of five artwork items.
This artwork can be made up of any medium, namely;
- sketches/drawings,
- sculptures,
- paintings
- digital artwork
- Any other art medium the applicant believes will motivate the application.

These items will be assessed to measure the creativity of the applicant. We therefore encourage artwork that is original and produced entirely by the applicant. Artwork that is not of original origin must be clearly labelled.

The following are the criteria your portfolio will be assessed against:
- Presentation
- Technique
- Proportions
- Composition
- Overall Impression

STEP 2: (Packaging your Portfolio)

All applicants should submit their portfolio in the following format:
- The applicant will need to scan or photograph the artwork in digital format
- Compile a single PDF (portable document format) document
- The PDF must be labelled as follows: Portfolio 2016_Your_firstname_lastname_2016_Bellville.pdf
- Portfolios received in any other format will not be considered for assessment

STEP 3: (Submitting the Portfolio via email)
- Once the PDF is ready for submission email it to: info@prestigeacademy.co.za
- The subject line of the email: “POE Application for 2016_Your First Name_Last Name”
STEP 4: (Interview Process, Personal, Telephone or Skype)

Upon receipt, the applicants’ portfolio will be assessed by a qualified assessor and the applicant will be notified in writing via email on the outcome of the submission. If successful, a personal interview may be scheduled with the applicant (only in the case where the assessor is not satisfied with the outcome of the assessment of the POE submitted).

Such interviews may be conducted in one of the following ways:
- Personal interview at Prestige Academy campus
- Telephonic interview
- Academy campus
- Telephonic interview

STEP 5:

A signed affidavit from a person of authority (e.g. a school principle) confirming that the work in the portfolio is the applicant’s own original work must be submitted.

PORTFOLIO OF ARTWORK FOR STUDENTS WITHOUT ART/DESIGN SUBJECTS IN GRADE 12

WHAT TO INCLUDE

- Each portfolio must contain a written essay and examples of practical work.
- It must be your own original work. Do not copy or trace drawings from other artwork or designs.
- Applicants may include any additional evidence such as photographs of own work, but the portfolio shall not consist of a series of photographs only.
- A personal declaration that the items included in the portfolio is your own work, including a signed affidavit from a person of authority (e.g. a school principle) confirming that the work in the portfolio is your own original work, executed by you without assistance.

DECLARATION

- A personal declaration that the items included in the portfolio are your own work.
- A signed affidavit from a person of authority (e.g. a school principle) confirming that the work in the portfolio is the applicant’s own original work.

ESSAY

- Write an essay (minimum 1-2 A4 pages) in which you:
  - Explain the reasons why you want to study this particular qualification, with reference to your interest in this particular field of work, what makes you “tick” about this particular field of work.
  - Describe your background and experience related to computer art and design.
  - Describe what you want to get out of it.
  - Indicate the particular career you aspire after obtaining this qualification e.g. Graphic Artist, Advertising Designer, Book Illustrator.

SECTION A: ADVERTISEMENTS

Choose an example of a “good” product advertisement from any magazine, e.g. a car magazine. In one paragraph, describe why you regard this advertisement as good example. Choose an example of a “poor” or “bad” product advertisement from any magazine (it might be a different magazine). In one paragraph, describe why you regard this advertisement as poor. By referring to this “bad” example, briefly state:

- What you would like to change in that particular case (e.g. the object in the picture/image, colour instead of black and white, text, etc), and
- How you would change it, e.g. use a different object, variety of objects or images, more or less text, larger or smaller text, the choice of character, layout, etc). NB. Include photo copies of the two chosen advertisements.
**SECTION B: COMPUTER KNOWLEDGE**

Choose any particular computer program you are familiar with, e.g. MSWord that offers creative tools. List and describe some creative features/tools of the chosen program. Then create a series of 3 graphics with descriptive text, each on a separate A4 page, using this software program as follows:

**GRAPHIC IMAGE 1:**
Type your name and surname in normal textbook style (capital and lower case) using a character type (font) of your own choice (e.g. Arial Black). At the bottom of the page type text (11 or 12 pt) to explain how you have created and enlarged this image to the prescribed size. The diameter of your name in print must be at least 12cm (see the example below). Make a print-out – the characters in black. 

*Peter Butler*

**GRAPHIC IMAGE 2:**
Select either your name OR surname. Change the characters to capital letters only. At the bottom of the page type text to explain what you have done – the procedure to select either your name or surname, copying it and enlarging the image to the prescribed size. The diameter of this selected element must also be at least 12cm (see the example below). Make a print-out, again only in black. 

*BUTLER*

**GRAPHIC IMAGE 3:**
By using any creative tool of the program, or your own creative ideas, change the appearance of the image created in the previous step, e.g. changing each of the characters into a different font type, adding colour, using a design feature such as WordArt, etc. At the bottom of the page type text to explain what you have done to add creative features (see the example below). Make a print-out (in colour if you have chosen to add colour).

**SECTION C: OTHER PRACTICAL WORK**

Include three (3) examples of any artworks if you study art at school at present (or work done at home if you do not study art at school), that reflect your particular area of interest and show your creative-artistic skills.

**HOW TO ORGANIZE AND PRESENT THE PORTFOLIO**

The items in the portfolio should be presented in an organized manner as follows:

**COVER PAGE**
- Applicant’s name.
- Mailing address
- Contact details (Tel/Cell Phone Number, or e-mail address)
- Title of the specific program (course) you are applying for.

**Example**
25 Goddard Street, Bellville 7530
Tel (021) 949 5287. Cell 08345678
BA (VISUAL ARTS)(VISUAL COMMUNICATION DESIGN)

**Declaration:** I confirm that all work included in this portfolio is my own. I have not used any work (evidence) from another person, nor have I given my own work to another person or have given another person permission to use my work for the purpose of this submission. Should any part of my portfolio be found misleading or false, Prestige Academy has the right to reject my application.

Applicant Name and Surname ____________________________ Date __________________________

Applicant Signature ____________________________ Date __________________________

1. **WRITTEN ESSAY**

Write an essay (2-3 A4 pages) containing the following:

**Motivation and Mission**
- Explain the reasons why you want to study this particular qualification, with reference to your interest in visual communication design and what makes you “tick” about this particular field of work.
- Describe your knowledge and experience related to computer art and design. Refer to any relevant software that you feel
confident in working with.

- Explain what you want to get out of your studies (your expectations).
- Indicate the particular career you aspire after obtaining this qualification, e.g. a Graphic Artist, Advertising Designer, Book Illustrator, etc.

2. **Examples Of Practical Work**

Include examples of own work

**WHAT WILL HAPPEN AFTER SUBMITTING THE PORTFOLIO?**

- A panel of academic staff involved in the program concerned will evaluate the items included in your portfolio.
- The applicant will be informed in writing whether he/she may register as a student at Prestige Academy.
- Should your application for a particular program not be approved, you will be advised to consider an alternative option.