

PORTFOLIO GUIDE

A SUPPORT GUIDE
FOR PREPARING YOUR
PORTFOLIO FOR THE
KNOWLEDGE HUB'S DESIGN
AND MEDIA DEGREES

Your 'portfolio' (a collection of images) should showcase your creative ability and potential.

Ideally we want to see images in total. A PowerPoint saved as a PDF is a simple way to lay out your images. Adjust the picture quality so your work is presented in the best possible way.

"WE LOOK FOR

**POTENTIAL
NOT
PERFECTION"**

You may already have plenty of examples of your work.

If so, show us 2 or 3 projects, journaling the project's development, sketchbook work and final outcome. A variety would be nice

If you are concerned that you might not have enough work or know what to show us, consider the following.

The following advice is a guideline to help you, but you don't need to follow this exactly. Being unique in your approach is something we look for in an applicant.

01

5 images of observational drawing is a GREAT place to start. Please draw from life not a photograph if possible. Use pencils, graphite stick, pen, ink and brush. It is up to you.

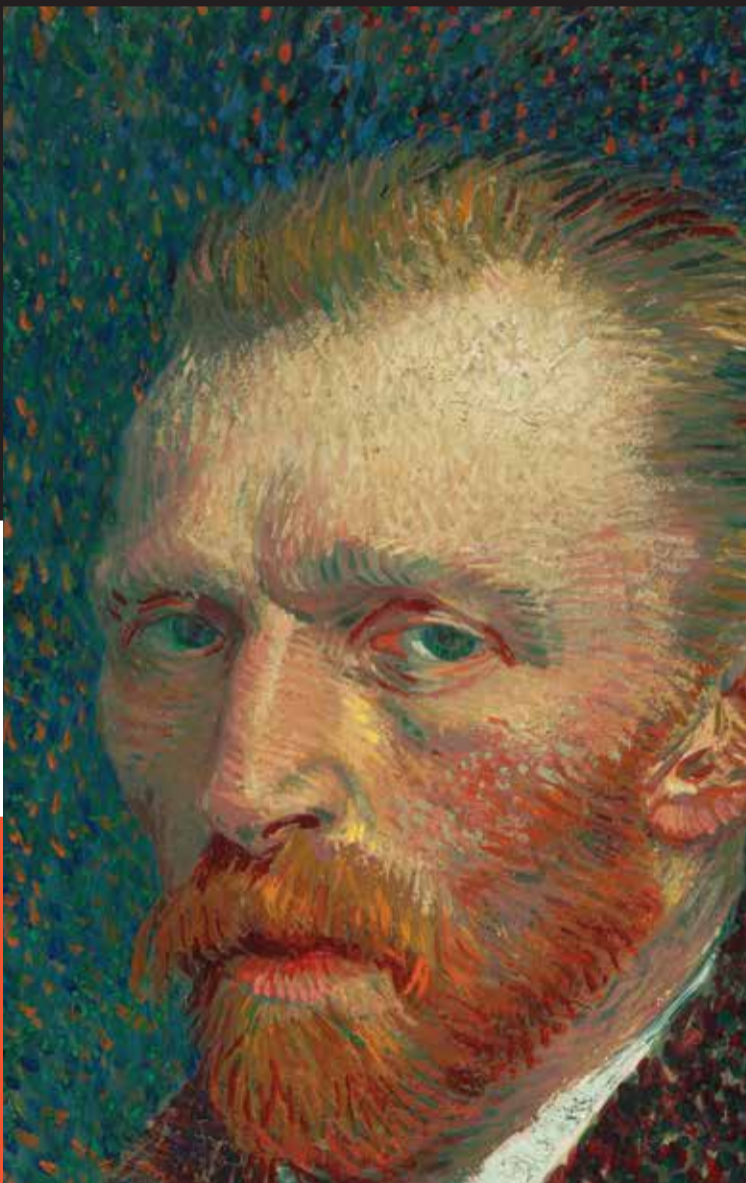
You can choose the subject matter, nature, landscapes, cityscapes, architecture, flowers, people or portraits. Draw what you like .

(Why? We can determine your ability to record information, drawing style, composition and sense of perspective)

If you are more digital media focussed, we would like you to consider creating a storyboard. Storyboarding is a core skill to demonstrate a narrative or sequence of events for a film or animation.

Pick a trending story on social media and create your own storyboard across 8 frames detailing the story. You can use collage, sketch, photography or a combination of them to create your story capture.

(Why? Because planning a film, audio and digital communication takes planning and developmental stages forward. Being able to visually articulate your story enables others to understand the essence of the journey you want to create)



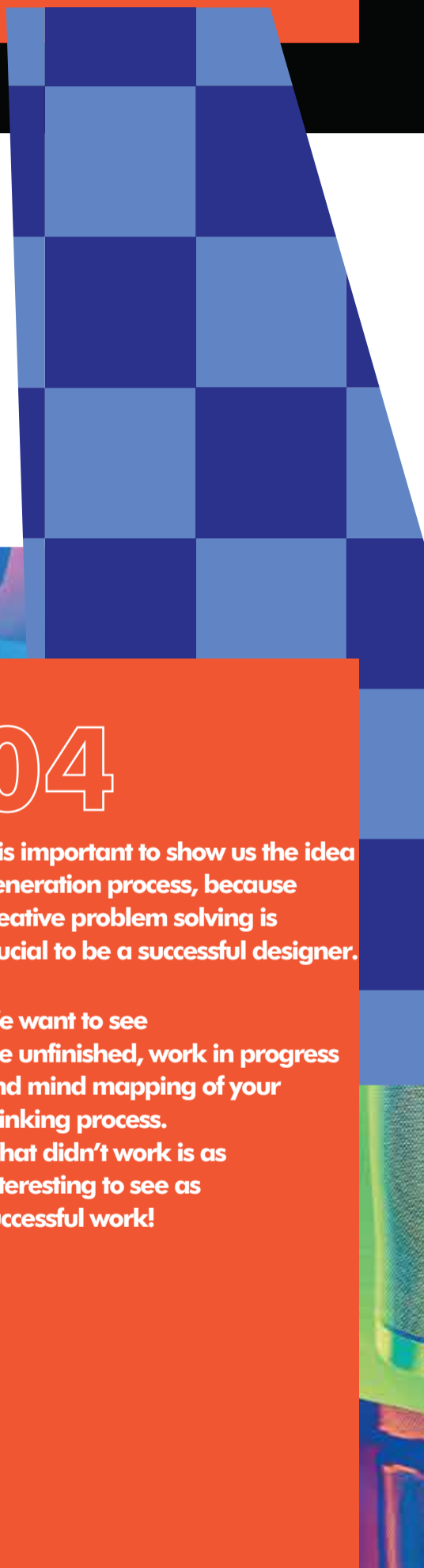


02

5 photographs, pick a person or place that means something to you.

Take 5 pictures of the person or the place you chose. Consider the distance, composition, colour and texture. Write not more than 200 words why that person or place is important to you.

(Why? Using a camera is an essential skill for all artists and designers, it shows us that you can 'frame' subject matter, consider light and movement. The written element shows us you can communicate your thoughts clearly)



03

Select 5 images of your 'best' work to date. By 'best' we mean creative work that you are personally proud of.

Briefly describe why you think they are so successful.
(Why? It shows us you can be reflective about your work)



04

It is important to show us the idea generation process, because creative problem solving is crucial to be a successful designer.

We want to see the unfinished, work in progress and mind mapping of your thinking process. What didn't work is as interesting to see as successful work!

Good luck!
If you have any further questions, contact us so we can support your application



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