

## BACHELOR OF ARTS (HONS) IN FASHION DESIGN (validated by the University of Westminster)

### Portfolio submission guidelines

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**The portfolio needs to be presented in a professional and coherent way, with a unified format in a pdf of 10 pages (Pdf file with maximum 5 Mb is required). The language of the course is English and the portfolio must therefore be presented in English.**

Milano	
Barcelona	The portfolio has to be an original and fresh showcase of the different techniques the candidate uses to present unique and personal designs and ideas. The way to collate the work is also to be considered so that it is coherent with the candidate's aesthetic universe. The portfolio has to reflect the candidate's approach to fashion, considering fashion awareness, contemporary mood, serious research towards volumes, prints, fabrics, manipulations and silhouettes. The portfolio should include proposals for both womenswear and menswear, which have to be at the same level of design quality.
Cagliari	
Firenze	Inspiration has got to be developed as further as possible from the obvious aesthetic associations and connections to it, in order to avoid using clichés. The development of this inspiration should include a selection of the different options the candidate came up with these will support how the final selected ones are a result of initial ideas further development. This can be done with sketches. Front side and back view sketches are required, this is to see how the concept and design have been worked in 360°.
Madrid	
Rio de Janeiro	Other points to take into consideration or that it can be included:
Roma	<ul style="list-style-type: none"><li>• We are interested in the creative process. We love to see sketchbook development, moulage exercises on the dummy, different techniques and experimentation.</li></ul>
São Paulo	<ul style="list-style-type: none"><li>• CAD work either as part of the layout or applied in the illustrations or elements included in the portfolio.</li><li>• Fashion related work such as photography, or more artistic illustrations.</li></ul>
Torino	<ul style="list-style-type: none"><li>• Print designs, fabric proposals for the presented designs, flats either by hand or CAD, moulage (zooms or garments)</li><li>• If you have produced garments, photoshoot of the ones you consider most representative of your potential.</li></ul>
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Bilbao	<ul style="list-style-type: none"><li>• This work can include: photography, shootings, video, fashion illustrations, other illustrations and drawing, collage, garments and patterns (personal designs), sculpture, fabric manipulations, moodboards, ...</li></ul>
Como	Check the blog of our Fashion School for reference: <a href="http://www.fashionbarcelona.com/blog/">http://www.fashionbarcelona.com/blog/</a>