



**SRH Berlin University of Applied Sciences Berlin
School of Design and Communication
Advertising & Brand Design B.A.**

**Information on the portfolio
Advertising & Brand Design B.A.**

Why is a portfolio required?

The programme offers numerous tasks that require creativity, aesthetic sensitivity and design skills.

The design of corporate and brand identities, packaging, advertising productions and communication media of all kinds are integral parts of the work of a designer and art director in the creative industries.

A portfolio can be used to recognise whether an applicant has an interest and passion for design and is a creative personality.

What criteria are used to evaluate a portfolio?

Creativity means searching for new solutions. Creative work should not be perceived as an unpleasant endeavour, but as an inspiring and motivating task.

- analyse tasks precisely
- consider unusual solutions
- try out different solutions
- develop innovative solutions

Aesthetic perception + creative expertise

The aesthetic appearance of brands and communication media plays a key role in the success of advertising communication.

Is the design eye-catching enough to be recognised even under difficult conditions?

Is the communication intention (e.g. message/statement, brand values, perception, etc.) communicated in the intended way through the aesthetic realisation?

- Sense for composition of shape + colour
- Being able to use design in a targeted manner (hierarchy in perception,
- realising communication intentions through design)



Previous knowledge in the use of relevant software (e.g. Adobe applications, 3D Software) as well as drawing/painting skills are helpful for admission to the programme, but are not a prerequisite for admission.

Contents of a portfolio (minimum 10 works)

The portfolio should recognise the applicant's creativity, aesthetic sensibility and design skills. It is important to bear in mind that the competences in the work can also be presented separately. This means that there may be works in the portfolio that demonstrate a creative way of working (e.g. innovative project idea, business model, experiment, etc.) and other works that primarily demonstrate aesthetics and design.

The work samples in the portfolio do not have to relate to each other - very different works can be submitted, the overall picture is decisive.

Work can also be submitted that was created in a different context (e.g. at school, in a previous degree programme, for participation in a competition, etc.).

Suitable work

- Sketches, drawings, illustrations, paintings
- Photographs, videos, animations
- Logos
- Packaging design
- Product design + interior design
- Typeface design
- Idea and innovation concepts
- Experiments, research + project work

If required, the work can be explained with accompanying texts.

Please note

The portfolio should show creative, aesthetic and design diversity - works from only one area (e.g. only photographs, video tutorials etc.) should be avoided.

The portfolio should be up-to-date - work older than 4 years should be avoided.

The portfolio should be individual - copies of existing ideas and designs are not very creative or impressive.

The portfolio should be structured - one work/topic per page, sufficient white space, clearly organised.

Good luck!