

Selection Kit

SIM-RMIT BACHELOR OF DESIGN (COMMUNICATION DESIGN)

This kit is comprised of two parts

First the completed application form and second a selection of no less than four, but no more than six, colour images. These images should best represent your ability and preparedness to undertake the Communication Design program. The work should be attached according to the instructions provided in this Selection Kit. In this kit there is provision for a written description of each image. It is not meant to be a description of the media used to produce your work, ie. paint, software applications, paper and charcoal. We would like to know the reason behind your work; the thought and ideas contained in the image. The way you express these responses will be taken into consideration in the selection process.

Fair and square

To ensure that there is no applicant disadvantaged by the requirements of the pre-selection procedure, this kit explains the process that you should follow and provides information on how to best present your material and artworks. Please take note that the whole kit should be submitted at the same time.

You are required to submit six high quality colour printouts of your work and answer two creative questions. You can use one or a combination of the methods listed below:

Print out your work directly from the computer, cut it to the correct size and then secure it to the Selection Kit.

Take a photo of your work with a digital camera, print it out at home, school or at a camera/office supply shop and then secure it to the Pre-Selection Kit.

Take a photo with a 35mm film camera and then secure the developed photo to the Pre-Selection Kit.

You are not required to spend a lot of money on the processing of your images. Keep in mind that it is more important that your work is shown off at its best, so keep your photos clear and well lit. Once you have printed your images you are required to securely attach them to the marked spaces. We suggest that you use double-sided tape to secure your work.

Lighting for 3D work

When photographing 3D work several points should be kept in mind. Keep your background simple, with little or no pattern eg: canvas or paper rolls. Middle tones of a neutral colour, off white or grey are best. Pure black is too heavy and pure white is too stark, avoid using them. Make sure you have a large background so you have room to work and the background fills the whole frame. Use a tripod and cable release to ensure sharpness and ease in framing the shot. Leave enough space around the object, do not crowd your work in the frame. Use muted soft lighting. With daylight you can work in open shade, eg. on your verandah or outside on an overcast day. Do not work in full sunlight, the shadows are too strong. If you use lights, 'bounce' the lights off a large white reflector. For example, point them upwards to a white ceiling.

Lighting for 2D work

The position of light and type of lighting should be carefully considered. A couple of narrow beam lights will give you a balanced illumination. Two desk lamps could be used. Shine the light at an angle of 45° to the work, but far enough away so that the light is diffused.

Full Name _____

NRIC | Passport Number _____

FIN _____

Where applicable, foreigners must provide FIN number.

Signature _____

By signing you declare that you have created the work that you are submitting in this selection kit.

Date _____

IMAGE 1

IMAGE 1

IMAGE 2

IMAGE 2

IMAGE 3

IMAGE 3

IMAGE 4

IMAGE 4

IMAGE 5

IMAGE 5

IMAGE 6

IMAGE 6

QUESTION 1

How will studying Communication Design help you develop your creativity?

QUESTION 2

What motivates you and how does this feed into your work?
