

## **For Diploma in Visual Communication**

NYP's Diploma in Visual Communication is for you if you want to be a user-centred designer who can navigate fast-changing business environments. You will be trained and developed as an analytical and entrepreneurial visual communication designer who can create social impact by delivering imaginative ideas, information, and business solutions.

### **Ideal Applicant:**

Applicants should demonstrate:

- Good visual sense and enjoy storytelling;
- Ability to learn from mistakes, to think out-of-the-box and experiment with ideas;
- An interest in seeking a career as a designer to make a difference in society through visual solutions; and,
- Some experience in exhibiting their talents and skills in areas related to art and design (e.g. through CCA, community activities, class participation, competitions, personal projects)

Shortlisted applicants will be assessed as follows:

### **1. Aptitude Test**

Shortlisted applicants are required to take a drawing aptitude test. The 15-minute aptitude test assesses candidates on your suitability for the course through your creativity, storytelling, problem-solving and drawing skills.

### **2. Interview**

If you are shortlisted, you will also be invited for an online interview to share more about your passion for the course with a panel of interviewers. You will be assessed on your portfolio of work, interest and reasons for applying to the course. The duration of the interview will be about 15 minutes.

Some of the questions which you may be asked during the interview include:

- Why did you choose to apply for Visual Communication?
- Share your experience and participation in any course-related activities and how it has benefitted you.
- What are some of the special skills or talents which you possess and how do you think these may help you in your journey in the course?
- Share your views about the important skills that you should possess to be ready for work and life.
- Share with us your career aspirations and how the course can help you fulfil them.

### **3. Portfolio (Mandatory)**

You should include in your portfolio, any evidence and/or activities (e.g. art or design competitions, CCAs, etc) that showcase your achievements.

- Your portfolio should ideally be around six to 10 recent pieces, from at least two of the following categories:

- Observational drawings (e.g. perspective drawing, landscape and architecture, still life drawing, human figure drawing)
- Object design & prototyping (e.g. D&T project work, product drawings)
- Digital graphic design (e.g. 2D or 3D asset creation, digital imaging, digital illustration, infographics, collage, poster design, book/magazine design)
- Photography, video and animation (e.g. photography, motion graphics, shorts, /experimental films, storyboards)
- Sketches/doodles (e.g. comics/cartoon, fan art, fantasy style imagery, concept/ideation sketches)
- We are looking for evidence of creativity, conceptualisation, variety, drawing and presentation skills, and finishing in your works. Quantity is not the deciding factor.
- Your portfolio should show a high degree of finishing and diversity, and all works should be related to the course, cited and clearly explained.
- All submitted works must be created by you. If you are submitting group projects, a brief description of your role and contribution in creating the work must be clearly stated.
- The selected works should reflect your experience and competencies in the course you are applying to.
- Preparatory work such as sketches and concept drawings may also be included. All submissions must be done digitally. For traditional works, please scan or take a photograph of them for submission.