

Dear Applicant,

BA (Hons) Product Design Portfolio Submission

Thank you for your application to Leeds Beckett University. We would now like to invite you to **submit a portfolio** for consideration for our **BA (Hons) Product Design** course (**UCAS code W241, Institution code L27**). Below you'll find a guide on what to do next, where to upload your portfolio and what it should include.

What should I include?

Please prepare a portfolio that demonstrates your work to date and projects in progress. We look for individuality and potential in a portfolio so please be reassured that we are not expecting a particular style. Examples should evidence a range of ideas, skills, interests and experimental explorations. Within your portfolio, please present a sample of your developmental work, which may include sketchbooks, drawing skills, model making skills, ideas and concept generation and photographs of models. Try to choose pieces that represent your best work and use the best photographs you can to show 3D work from a few different angles, if applicable. You may demonstrate product design skills or broader art and design skills, depending upon your previous work.

Your portfolio should be submitted electronically and comprise of only one submission in the following format:

- **Portfolio PDF (15 pages maximum)**

This can include School/College projects and independent/personal work you would like to present. Please follow the above guidance. You may include additional links to portfolio websites and videos of your work, as applicable.

+

- **A brief overview** of your portfolio (200 words max) – comprising a project/assignment list outlining the project briefs you have responded to, and any personal work you have included.

This can be included in the PDF portfolio as a cover/introduction page.

We will also refer to your personal statement included with your UCAS application, which should outline why you wish to study the subject at degree level at LBU.

Please note that the portfolio is an important part of how we recruit students onto this course, and we cannot offer places to applicants without one.

You will have **2 weeks** from the date of request to prepare your work for submission. The submission should not exceed 5Mb of total file size. No hard copies can be accepted by post.

To submit your portfolio please follow the link below:

[Submit Product Design Portfolio](#)

You'll be notified by email of the result of your portfolio submission once a decision has been made.

If you have any queries about any of the information in this letter, please contact us at ucasadmissions@leedsbeckett.ac.uk or on 0113 812 3700.

We very much look forward to viewing your portfolio.

About BA Product Design at Leeds Beckett University

We complete a range of projects on the course to give you experience of the breadth and possibilities of Product Design as a subject. Previously students have worked on product areas such as furniture, lighting, homewares, consumer goods, packaging, health care products and toys for a range of clients including LEGO, Nestle, Asda and GlaxoSmithKline, as well as a wealth of smaller companies, many of whom are local to Leeds and the surrounding area.

Through working on a range of products, you will develop the focus and specialisms within your own design practice for your third year of study. The Final Major Project in your third year is your opportunity to work on your own project brief with support from our team of studio tutors.

We also offer the optional Industrial Placement Year between the second and third year of the course, which can help you further in gaining experience as a product designer working within industry. Students graduate with a portfolio focussed towards their chosen specialisms within Product Design and ready for their next steps into professional practice.

Please follow us:

Instagram: [leeds_beckett_product_design](#)

Twitter: [@LBU_BA_Product](#)

And see our 360 tour of our 3D workshops and facilities here:

<https://www.leedsbeckett.ac.uk/our-university/facilities/design-studios-and-workshops/>

If you have any queries about any of the information in this letter, please contact us at ucasadmissions@leedsbeckett.ac.uk or on 0113 812 3700.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Denise Dixon-Smith'. The signature is fluid and cursive, with the first name 'Denise' being more prominent.

Denise Dixon-Smith
Head of Admissions
Leeds Beckett University