

STYLING & CREATIVE DIRECTION

Whitehouse Styling & Creative Direction specialisation offers a unique multi-disciplinary approach to the visual creative industries where students gain skills and knowledge in various commercially driven design fields. Styling & Creative Direction combines design and the implementation of creative strategies for application into fashion, beauty, interiors, publication design, visual merchandising, food and lifestyle, campaign creation and events management.

THE CREATIVE PORTFOLIO

Whitehouse Institute uses your portfolio to assess your creative potential for success in the Bachelor of Design. We look at how your work demonstrates:

An interest, commitment and motivation for studying in your chosen design specialisation

A desire to learn and the ability to investigate and develop ideas independently

An understanding of design and its connection to the community

The ability to communicate – visually, in writing and verbally during interview/assessment.

The creative portfolio is to be put together to support your Whitehouse application and is to be a minimum of 6 to 8 pieces of work in any medium that best evidences your creativity (no more than 20 pieces). This could include drawings, artwork, textile design, photographic work and should have a theme or design process. It is to include a written piece relevant to your design specialisation (historical/theory research) in a essay format.

The portfolio must comprise of your own work and is to be recent (completed within the last 12-18 months). Work to be mounted and should have headings or descriptions, which will assist in the assessment of your work. The size and presentation format of your portfolio is open to your own creative ability but is to be no larger than A3. Digital submissions must be in PDF format.

In addition, the portfolio is to include the following assessment task.

Design Beginnings and Portfolio Workshops specially target development of a creative portfolio if you feel you need more assistance before submission of your application and interview. See the website for more details.

PORTFOLIO ASSESSMENT TASK

This design exercise is a compulsory component of your portfolio presentation. It has been created for you to represent your creative potential. Enjoy it! Have fun, and we look forward to seeing your creative direction!

BRIEF:

Part 1. Select one of the following themes (Romance, Gothic, Luxury, Bohemian, Minimal, Colour block) and produce a 6 – 8 page photo shoot inspired strongly by one of these aesthetics. The shoot can be fashion, beauty or still-life focused. The images need to convey the theme in an engaging way, while successfully representing your true design identity. A professional and polished layout and print quality should be undertaken with header and any relevant information included (production and clothing credits etc).

Supporting documentation should include some of the following:

- Mood board of images that inspired your shoot (Please see below example of a moodboard)
- Current stylist and or designer direction that has inspired you
- Historic periods and/or styles that you have referenced
- Current hair and make up direction informing your work
- The 'X' Factor influences that set your shoot apart from previous examples
- Props lists, casting sheet/s, call sheet/s, run sheet and contacts sheet for any assisting friends/professionals and others.

Part 2. Draw and fully render an image of your choice from the above photo shoot rendering in your choice of media. Please use hand illustration techniques, without the use of the computer. Reference the image to your folio.

