
BA (Hons) Interaction Design

Application Guidelines for 2024 Entry

Application guide

This guide takes you through the application process and what to include in your application to BA (Hons) Interaction Design.

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Application timeline

Your application to study for an undergraduate degree at the GSA is in two parts:

- ✳ UCAS application form
- ✳ Digital portfolio (15 slides as JPEGS or a PDF) & portfolio statement (500 words)

When GSA receives your completed application form from UCAS, we will email you with an acknowledgement of your application and direct you to upload your portfolio to the [GSA Upload Site](#). You can do so as soon as you receive your acknowledgement email. But no later than the deadline in the email you receive.

Application timeline

Here are the deadlines and key dates for your application:

UCAS application deadline
Wednesday 31 January 2024

Apply via UCAS as at
<https://www.ucas.com/>

GSA portfolio deadline
Wednesday 7 February 2024

You will receive instructions on how to upload your portfolio after you submit your UCAS application.

Interviews
Between early February & mid April 2024

GSA staff assess your application. If you are shortlisted you will be invited to interview. All interviews will be by Zoom.

Final decisions
Saturday 18 May 2024

The outcome of your application will be communicated through UCAS.

What is a digital portfolio?

A digital portfolio is a selection of images of work you have made, laid out clearly. It demonstrates your skills, ideas, interests and suitability for the programme you are applying to. The Portfolio must include 15 slides either as individual JPEGS or a PDF.

We have made some resources to help you do this and how to organise the images of your work.

 [Application support guides](#)

What is a portfolio statement?

The Portfolio Statement is an opportunity for you to write more specifically about why you are suited to studying this particular course. You can also tell us more about the work in your digital portfolio.

It is a maximum of **500 words** long and is uploaded along with your Digital Portfolio to the GSA Upload Site.

Have a look at our guide [Writing your digital portfolio statement](#).

How we assess your application

Admissions staff assess your UCAS Application Form, Digital Portfolio, and Portfolio Statement together.

Your application will be numerically scored against specific assessment criteria (see [next page](#)) set by the programme you are applying to.

The scoring is between 1-7 (7 being 'excellent evidence of' and 1 being 'unsatisfactory evidence of'). Applications may be unsuccessful at this stage with the result processed via UCAS or you may be invited to attend an interview by email.

Our criteria

It is important to know what this assessment criteria is. You should try to respond to this criteria when creating your digital portfolio, writing your personal statement, and preparing for interview.

It's also really important all applicants understand, it's not about who has access to the best art and design materials; it's about doing your best with what you have access to.

A detailed explanation of our criteria is in the [next page](#). Examples of portfolios can be found at the end of this guide.

Stage 1 Criteria – Application and Portfolio

1. Ability to apply practical skills

We want to see your practical skills and how you explore and use different media and materials. You can demonstrate this in various ways in your portfolio, including drawing, painting, model making, photography, computer-aided drawing and creative coding.

You could group several images on a slide; this could be by photographing several pieces of work together or by photographing or scanning several pieces individually and using Photoshop, Canva or PowerPoint to combine them into one slide.

2. Ability to show the development of your work and ideas

We are interested in the ideas behind your work and how your work develops from the initial starting point to a finished piece of work. We would like to see your exploration and experimentation with different materials and media in your portfolio. This can be evidenced by images or photographs of sketchbook pages, notebooks, worksheets, development sheets and finished pieces.

Your digital portfolio should focus on your own work. Try to avoid using other people's work (for example, printouts, photocopies from books), unless these examples are relevant to the content. If including work by other people, you should cite their names.

Stage 1 Criteria – Application and Portfolio

3. Ability to reflect on the work in your portfolio

Use your portfolio statement to tell us about the work in your portfolio. We want to know what inspired you, how your ideas developed and the elements you consider to be the most successful or interesting.

4. Ability to demonstrate an interest in the subject area

We want to know why you want to apply to the programme. What do you find exciting about the subject area?

Stage 2 Criteria – Interview

1. Ability to discuss your ideas and development of your work

We want to find out more about the ideas and development of the work in your portfolio. We are interested to know about initial inspiration and starting points, how your ideas evolved and how you explored and developed your work.

2. Ability to reflect on your work; challenges, successes and potential

At interview, we will discuss the journey of your work. What did you learn and what areas did you find to be the most successful or challenging and what you might do next? For work-in-progress you could describe what you hope to achieve, what sources you will be looking at, and how you hope to explore these.

Stage 2 Criteria – Interview

3. Ability to demonstrate your interest and knowledge of the subject area

We want you to demonstrate your interest and knowledge in your chosen subject area, who or what inspires and motivates you, your personal and individual interests. This might include artists, designers, architects, mentors, exhibitions, online events, documentaries, books, journals, archives, podcasts etc.

4. Ability to demonstrate an understanding of the programme applied for at the Glasgow School of Art

You should demonstrate that you have researched your chosen programme and be able to discuss why you have chosen to apply to this programme and communicate why you consider the programme is the appropriate one for you and why at the Glasgow School of Art.

Interview advice guide

If shortlisted, you will receive an email inviting you to attend an interview. Interviews are on zoom. They last 20 minutes and usually with 2 members of our teaching staff.

Our [Interview advice guide](#) gives you great advice for preparing for an interview.

Our staff will numerically score your interview using our assessment criteria (see [pages 11-12](#)). The outcome of your interview will be communicated to you via UCAS.

Starting in 1st, 2nd or 3rd year?

Our Undergraduate Honours Degrees at the Glasgow School of Art include four years of study.

Most applicants apply to start in Year 1. However, you can apply for 'Direct Entry' to 2nd or 3rd year. The year you apply to depends on what qualifications you already have or what you're currently studying.

You must be able to satisfy the GSA that you have undertaken a period of study equivalent to the first, or first and second year, of the degree programme. This may include an art foundation, HNC or HND qualification.

For more information, see the [How To Apply](#) page on our website.

Application support

Remember if you're in education currently, speak to your teachers or lecturers for support with your application. For queries about the application process and our application site, contact registry@gsa.ac.uk

We've also made these guides to support you in making your application:

- ✳ [Application support guides](#)
- ✳ [Widening Participation at GSA](#)
- ✳ [Open Days](#)

For queries about the application process and our application site, contact registry@gsa.ac.uk

Portfolio examples

The following pages are example portfolios by our current students, taken from their application to study at GSA.

Don't use these as examples to follow in terms of style. But look at how they've presented their work and process.

Charlie Dora

Year 1 Interaction Design

One Point Perspective

My aim was to create a study of perspective, one point and multiple points through drawings, leading to the creation of an album cover.

Inspirational images



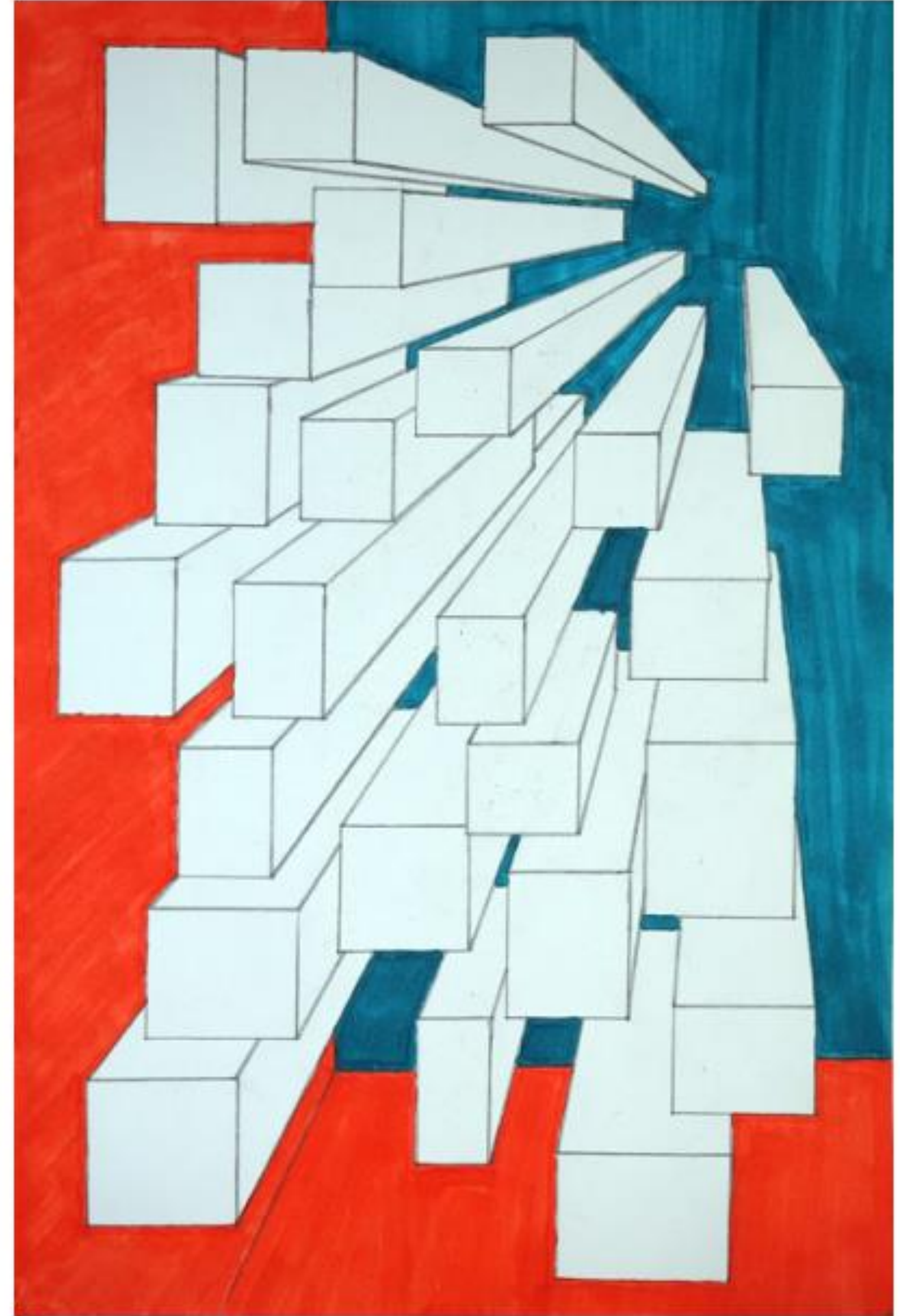
Giorgio de Chirico
Piazza d'Italia
1913



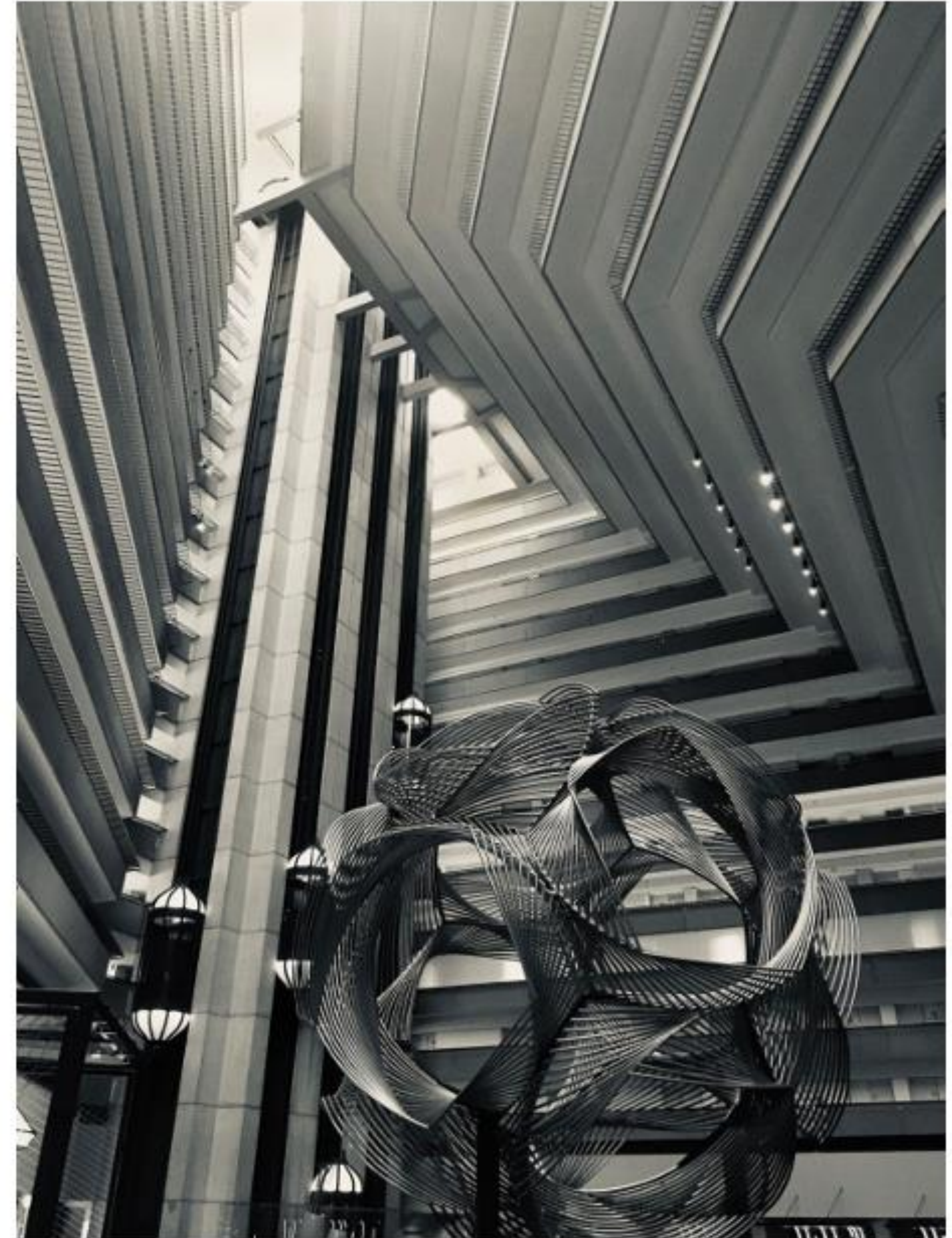
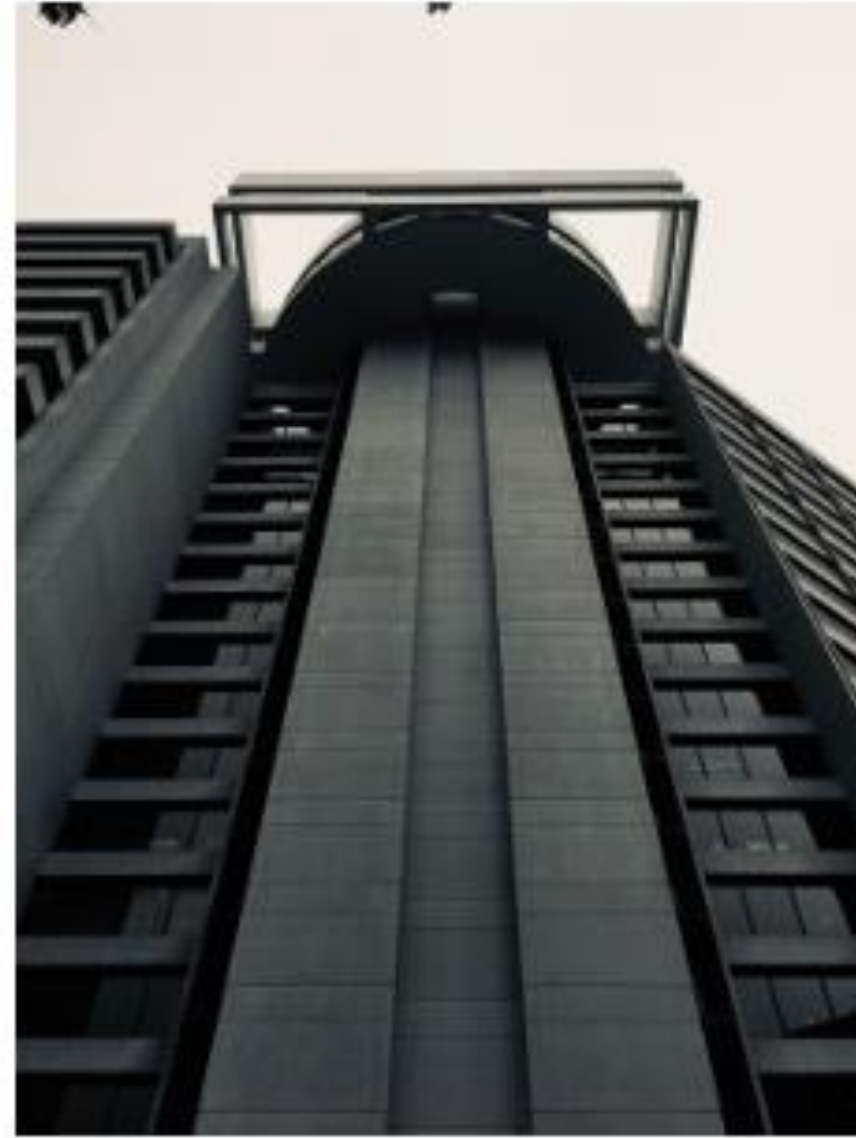
M.C. Escher
Gallery
1946



Stanley Kubrick
The Shining
1980



Photographic Studies Architecture in San Francisco



Further shots taken of architecture in San Francisco, particularly focusing on a building that I found intriguing, the Hyatt Regency Hotel, designed by John Portman in 1973.



Linlu Li

Year 1 Interaction Design

Final Outcome

```
1 PImage img;  
2 PImage img1;  
3 PImage img2;  
4 PImage img3;  
5 PImage img4;  
6 PImage img5;  
7  
8 void setup() {  
9   size(563, 768);  
10  background(255);  
11  img = loadImage("01.png");  
12  img1 = loadImage("02.png");  
13  img2 = loadImage("03.png");  
14  img3 = loadImage("04.png");  
15  img4 = loadImage("05.png");  
16  img5 = loadImage("06.png");  
17 }  
18 void draw() {  
19   background(255);  
20  
21   tint(255, 255 - mouseY * 6 / 32);  
22   image(img, 0, 0);  
23   tint(255, 255 - mouseY * 8 / 16);  
24   image(img1, 0, 0);  
25   tint(255, 255 - mouseY * 8 / 8);  
26   image(img2, 0, 0);  
27   tint(255, 255 - mouseY * 8 / 4);  
28   image(img3, 0, 0);  
29   tint(255, 255 - mouseY * 6 / 2);  
30   image(img4, 0, 0);  
31   tint(255, 255 - mouseY * 6);  
32   image(img5, 0, 0);  
33 }
```

Click to view the final interactive prototype:
<https://editor.p5js.org/dzgshd/full/ZdAeNQAqC>

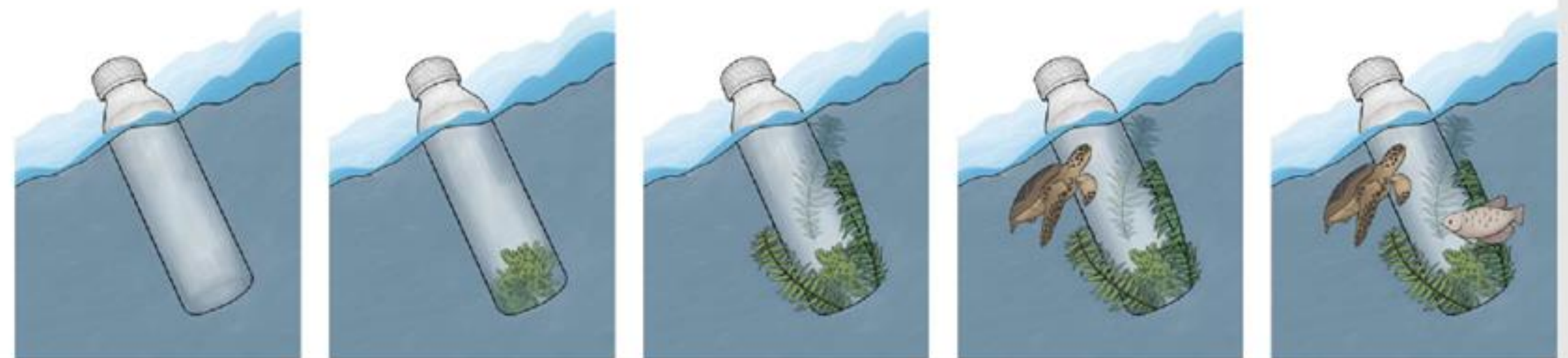


Idea

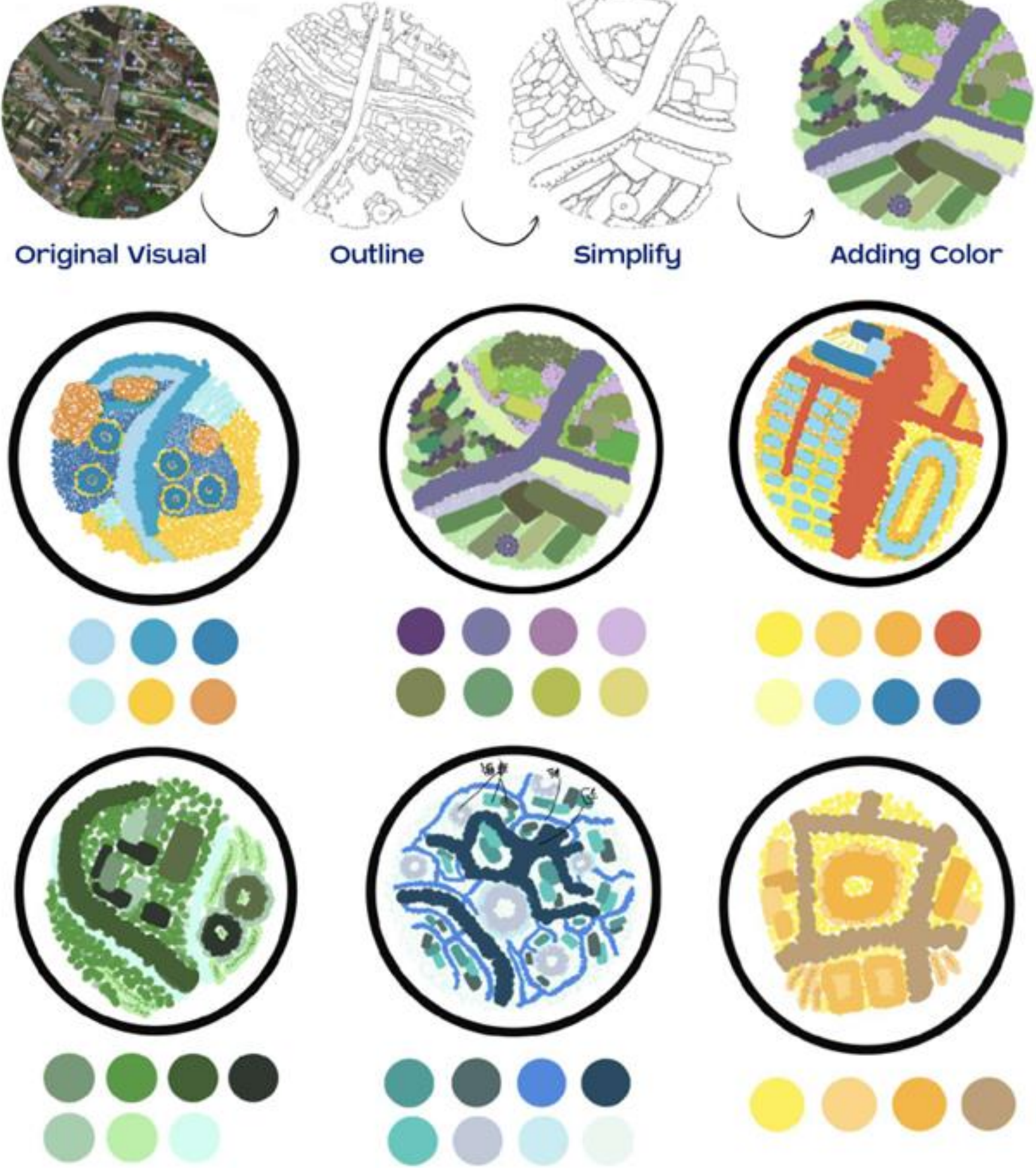
It starts out as a bottle, gradually surrounded by creatures and eventually the bottle contains skulls. I hope this practice can warn people that we are causing death by using and tossing plastic bottle in the nature.

Interaction

The image will gradually show when you move your mouse right to left.



PRODUCTION PROCESS



Amelie Campbell

Year 1 Interaction Design



perspective

Final Development



Digital Art



Observational Art



Marco Azzolina

Year 2 Interaction Design

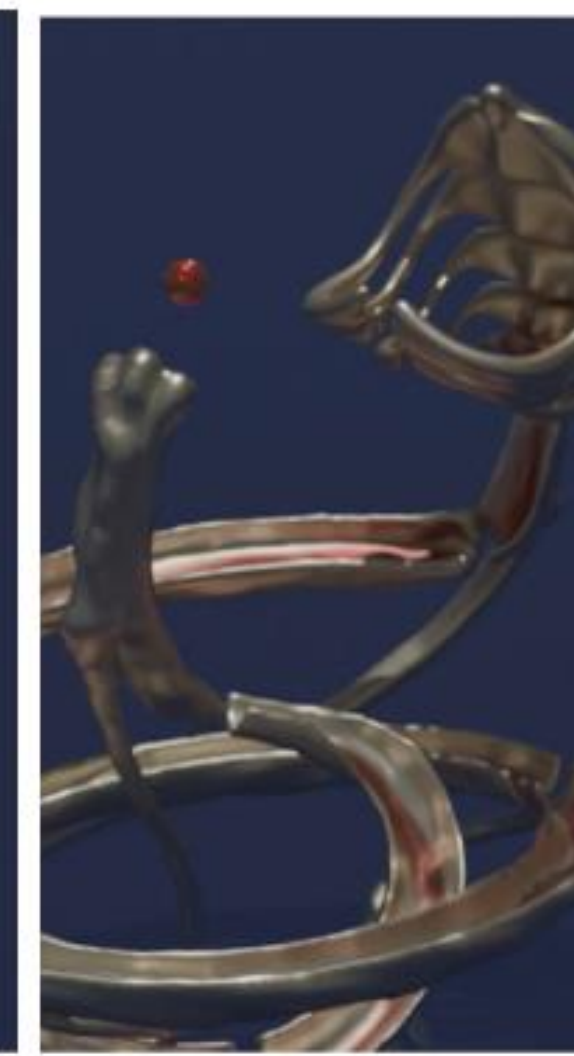
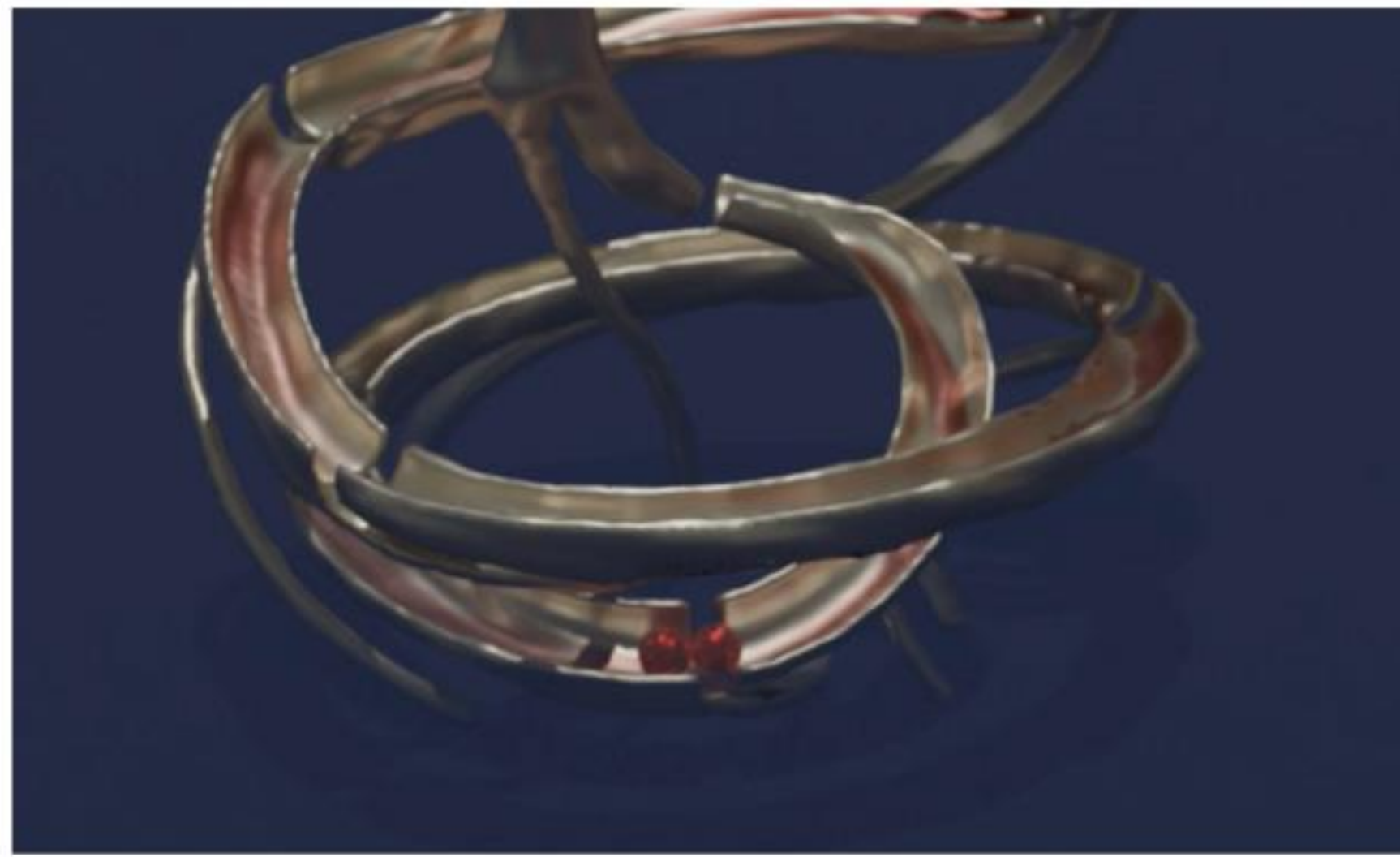
LIFE DRAWINGS



MARCO AZZOLINA 2022

BIO - CAUSALITY 2/2

Animation loop



MARCO AZZOLINA 2022

Mikhail Nikolaev

Year 2 Interaction Design

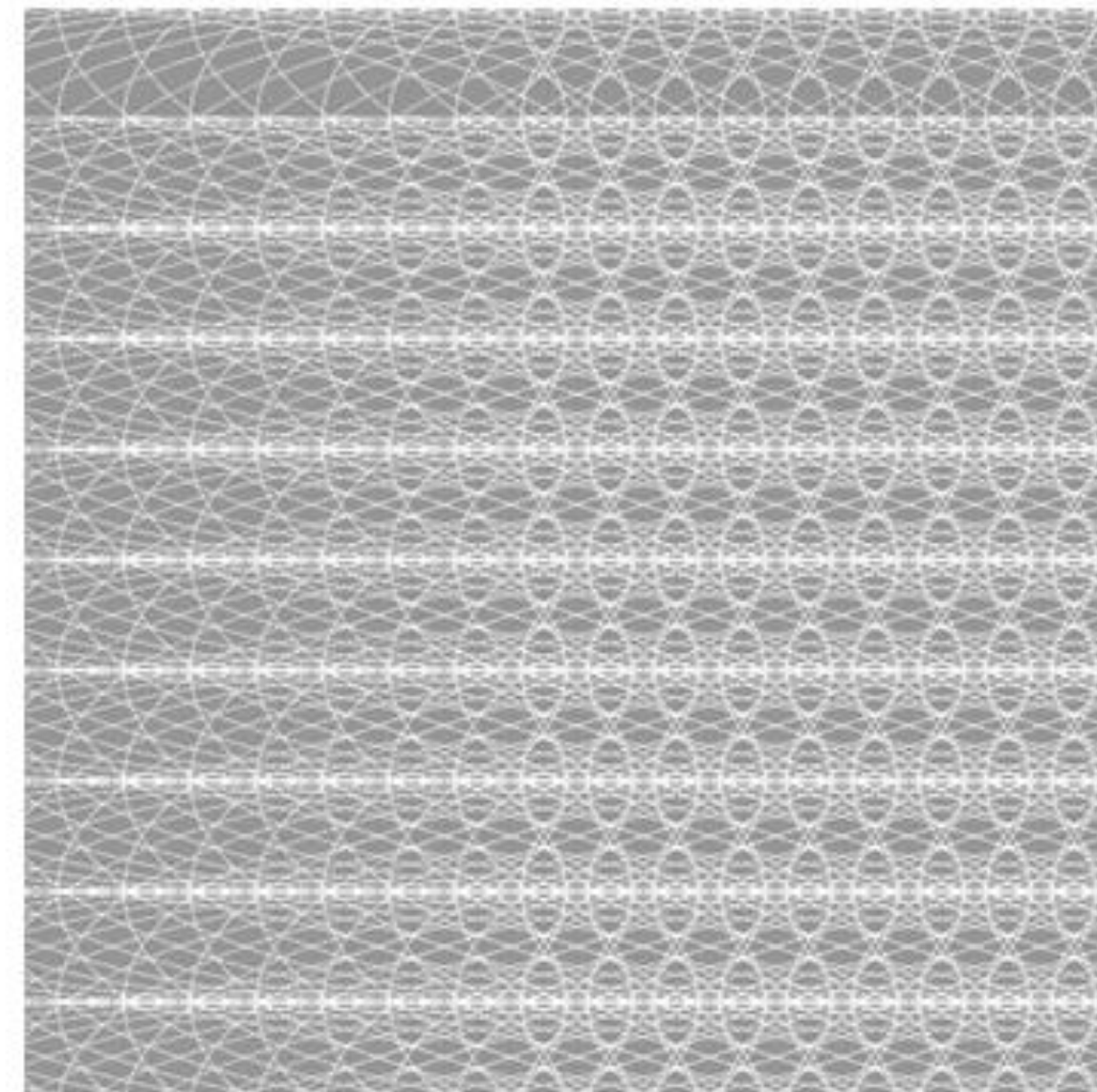
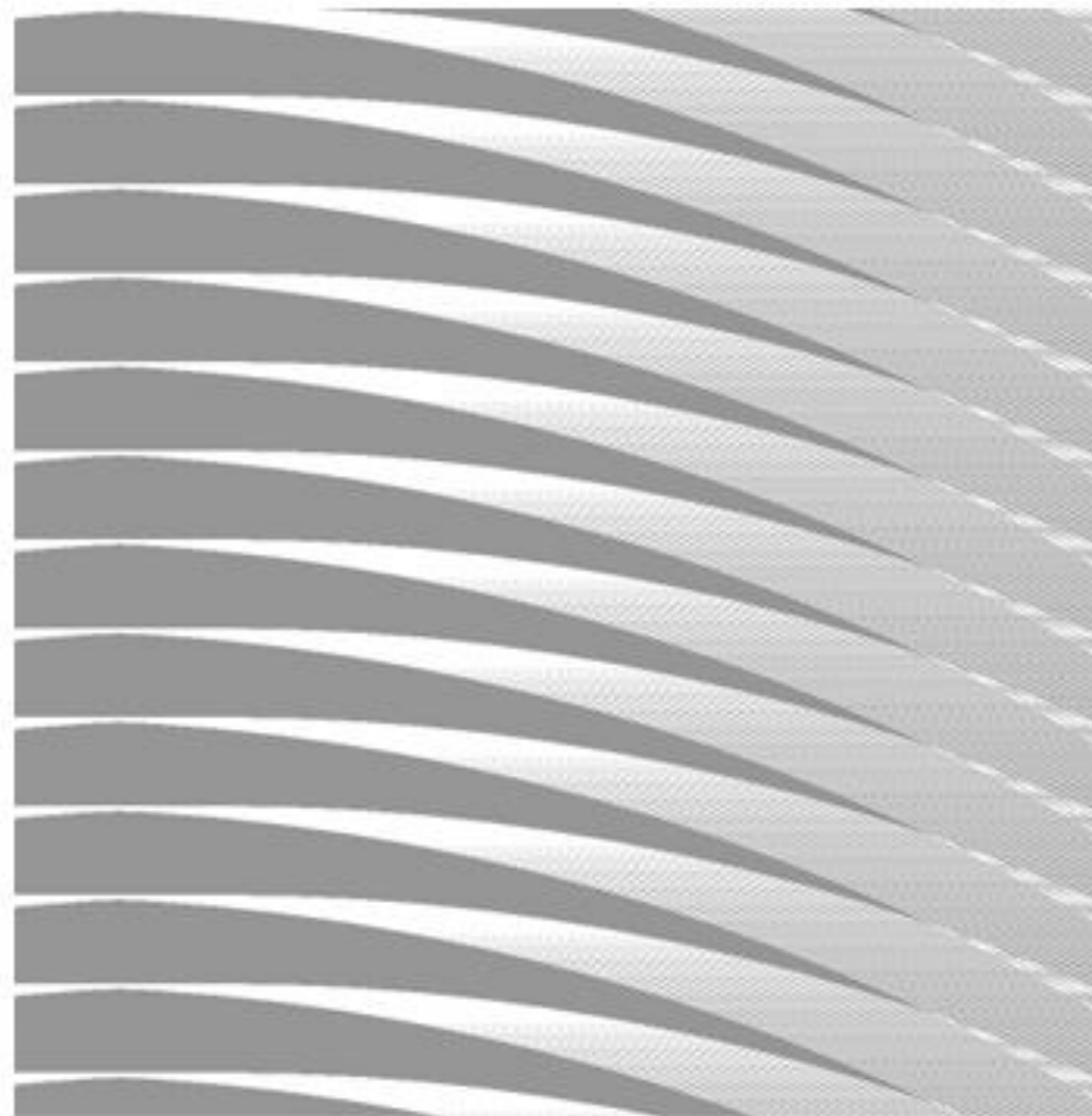
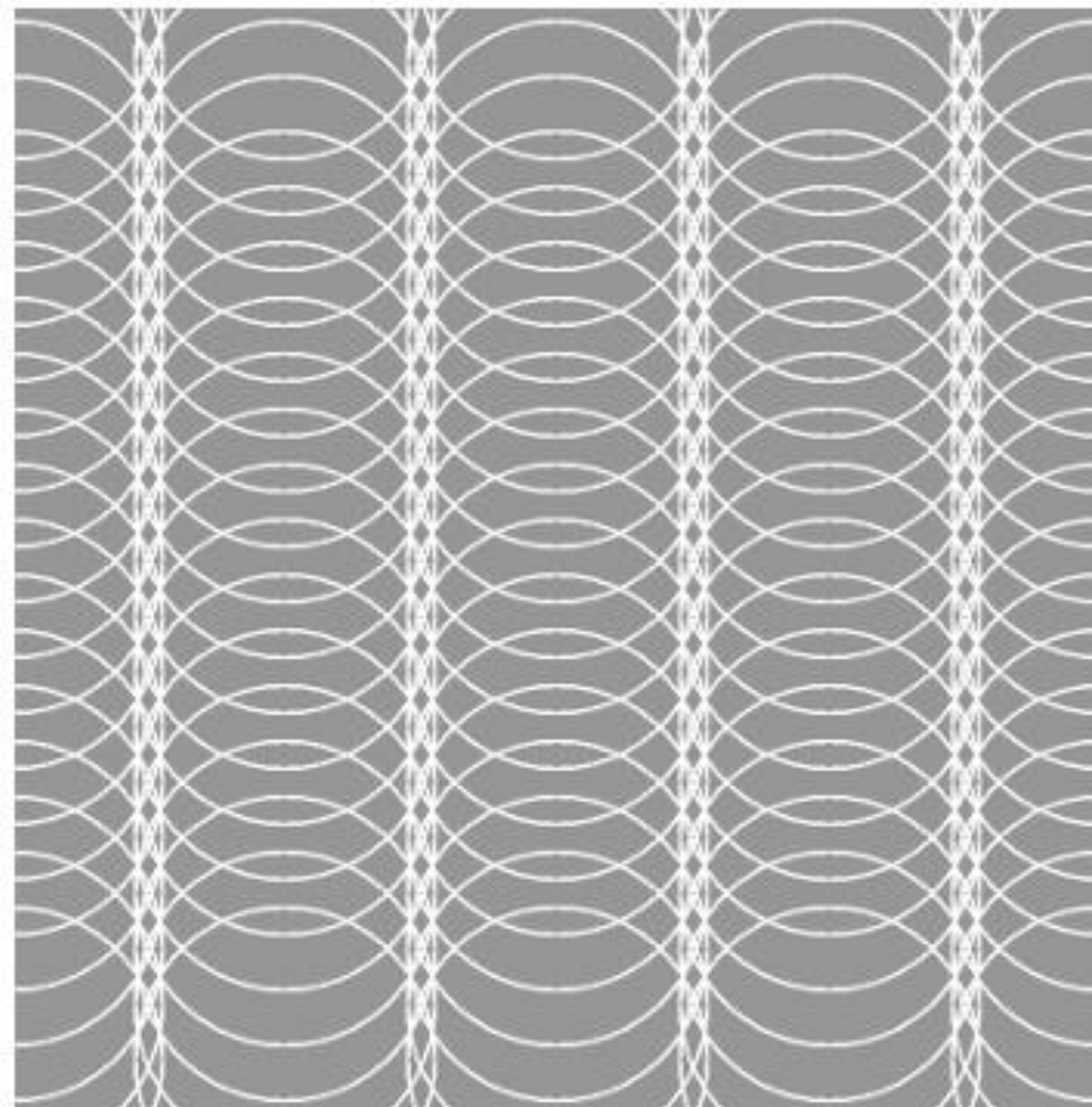
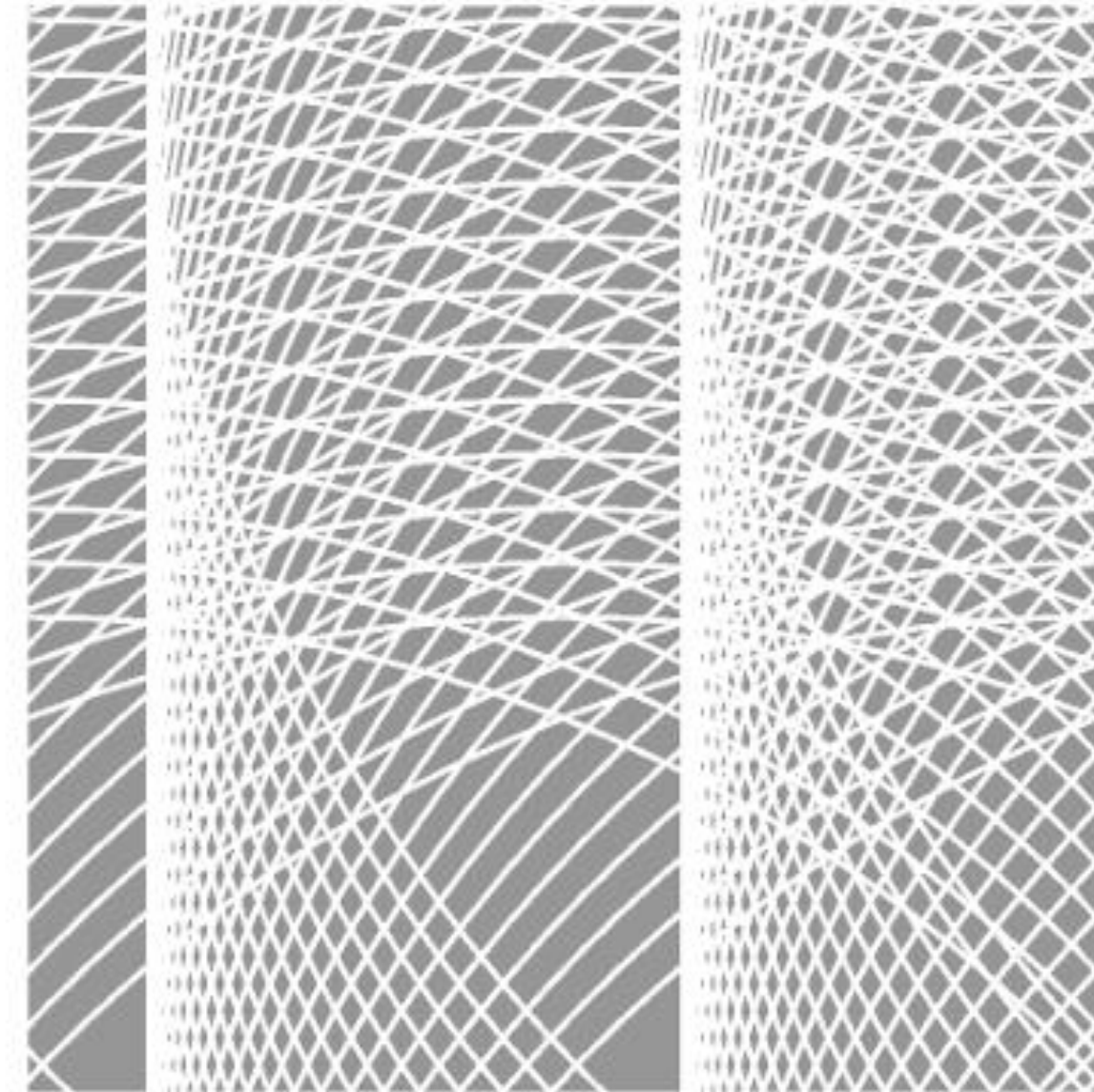
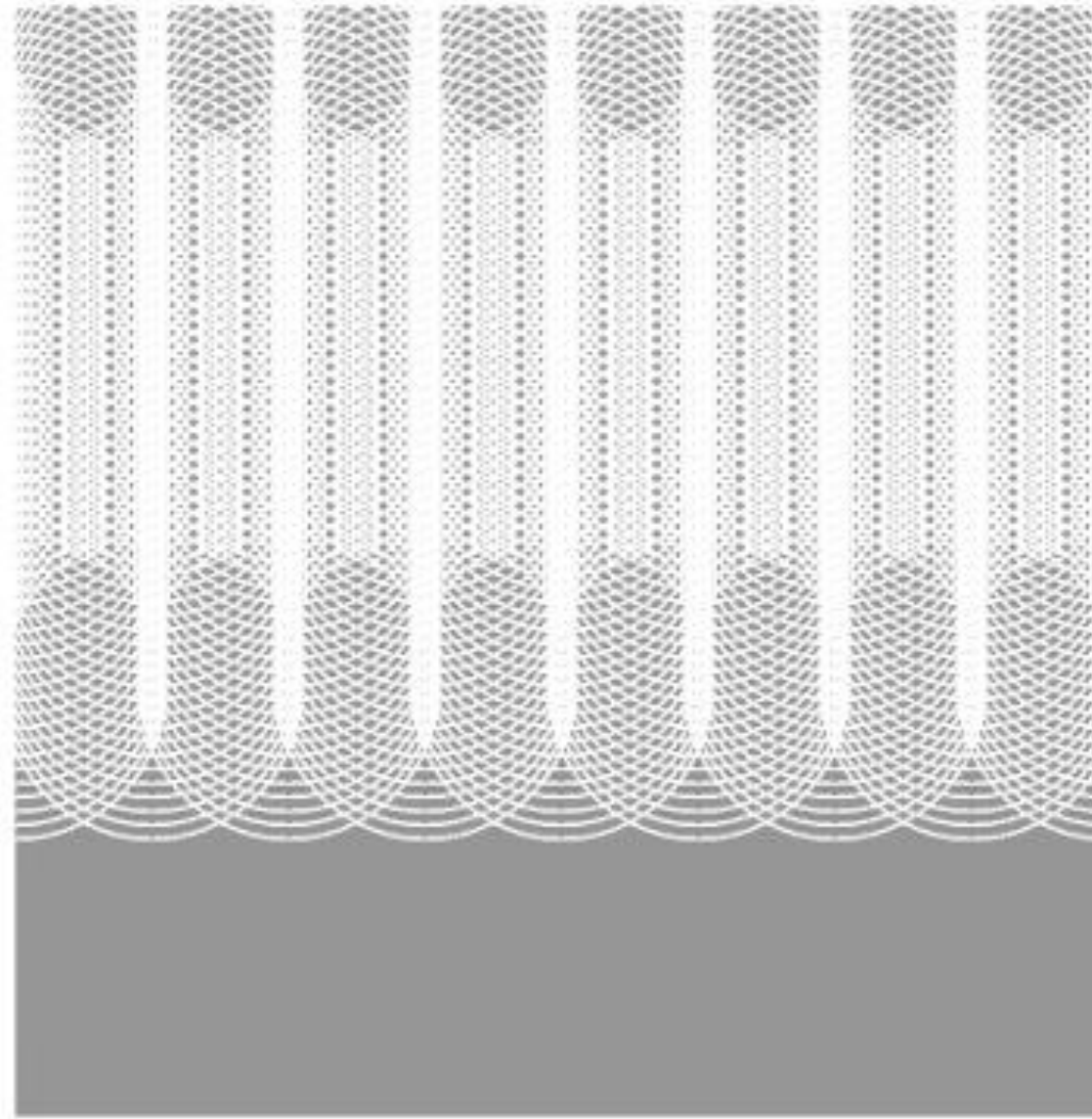
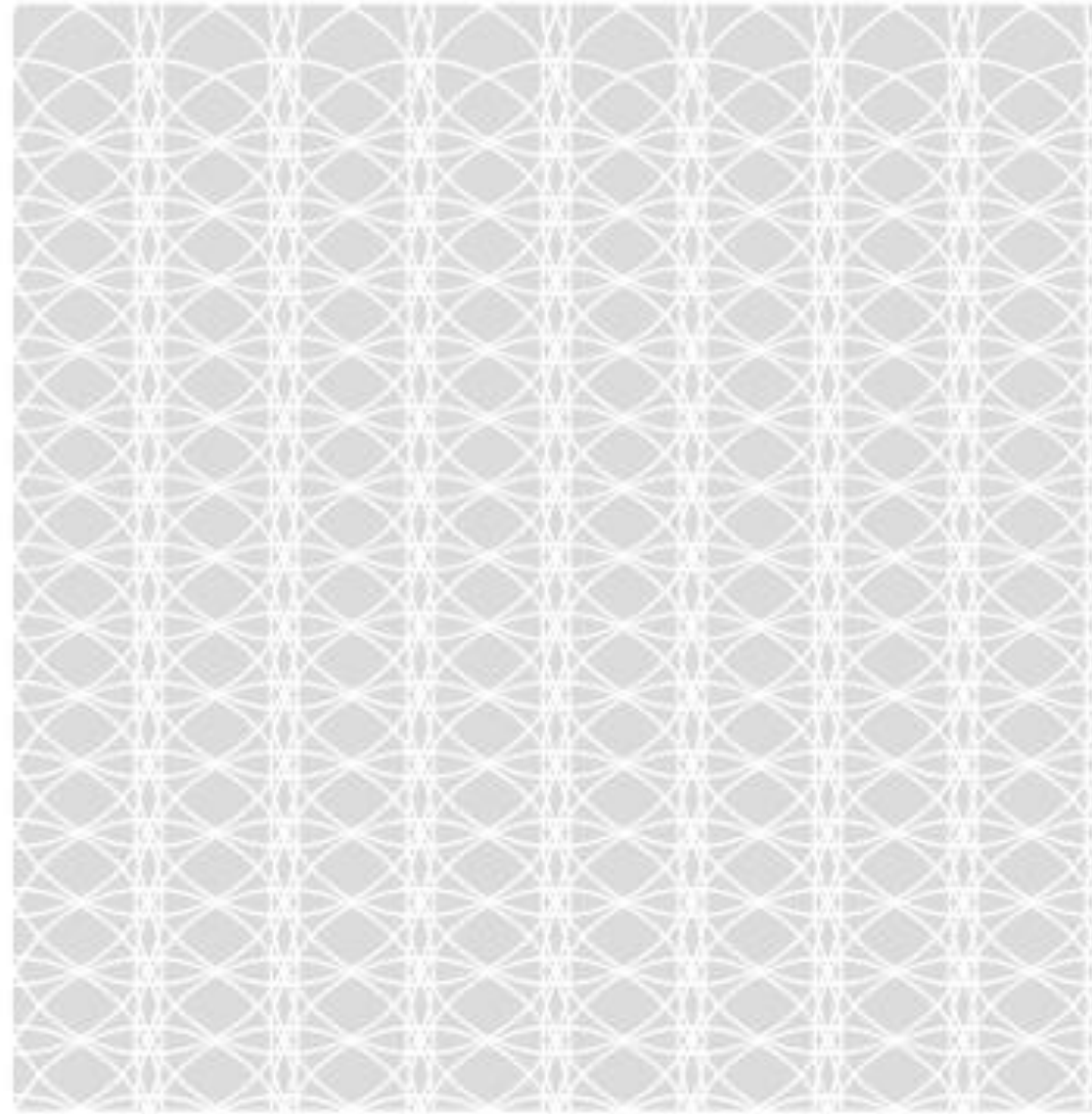
Series of Portraits

Self and other blind drawn portraits, pen and pencil



In my personal work I am interested in exploring themes of self and identity and how they relate to our further digitalized world.

p5.js geometric pattern and mark making





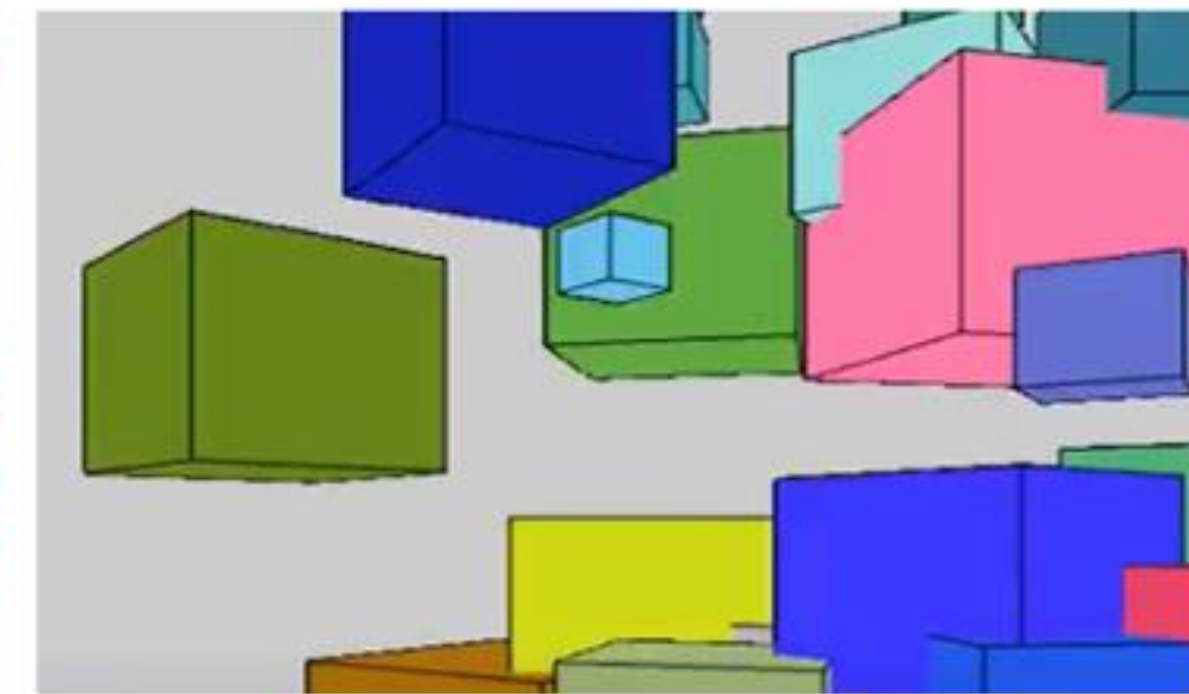
Film photography exploring the importance of light, in our everyday lives as well as its greater symbolic value.

Karen Lavelle

Year 2 Interaction Design

MODULARITY

Images created in Processing, inspired by modular architecture

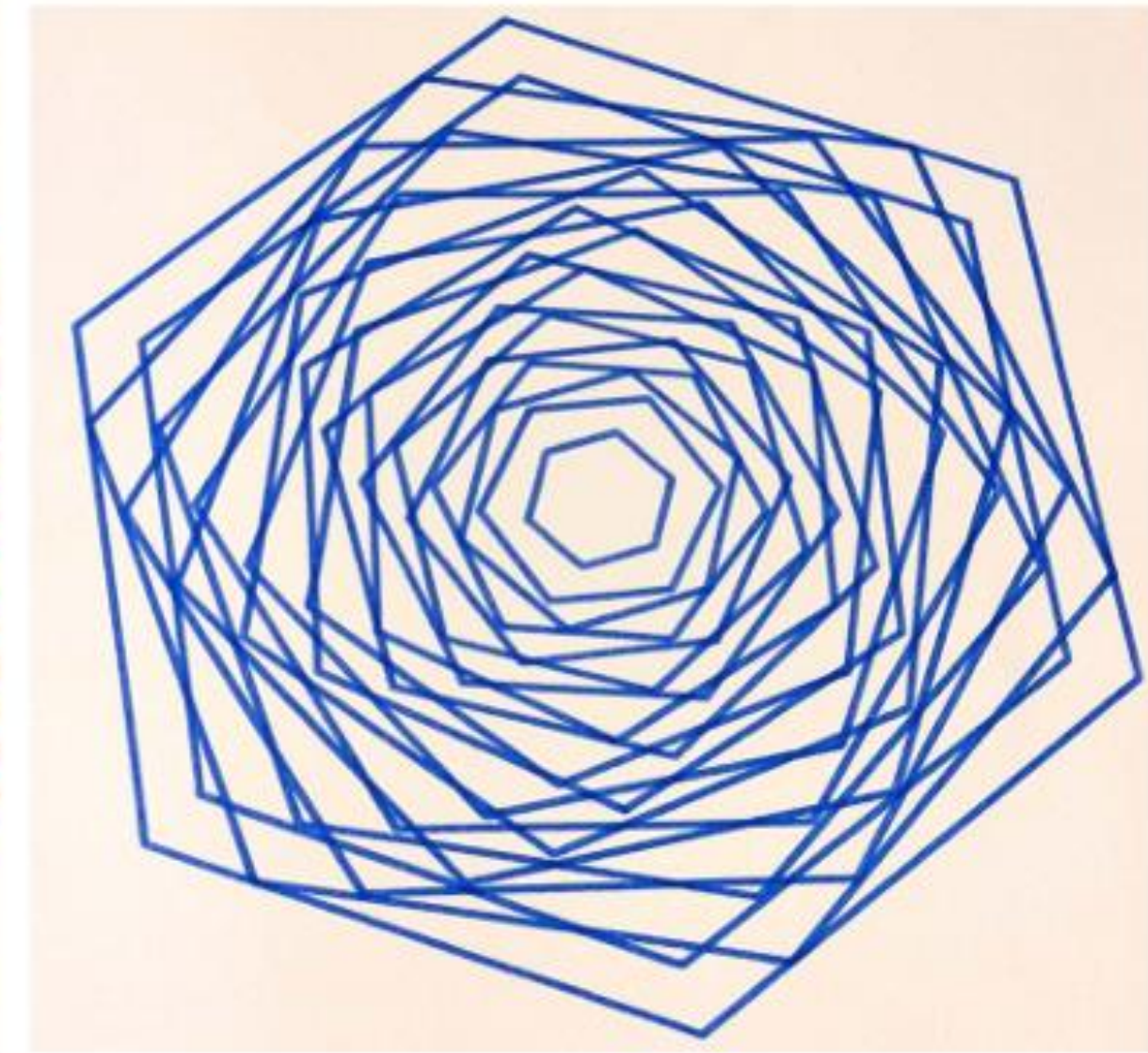
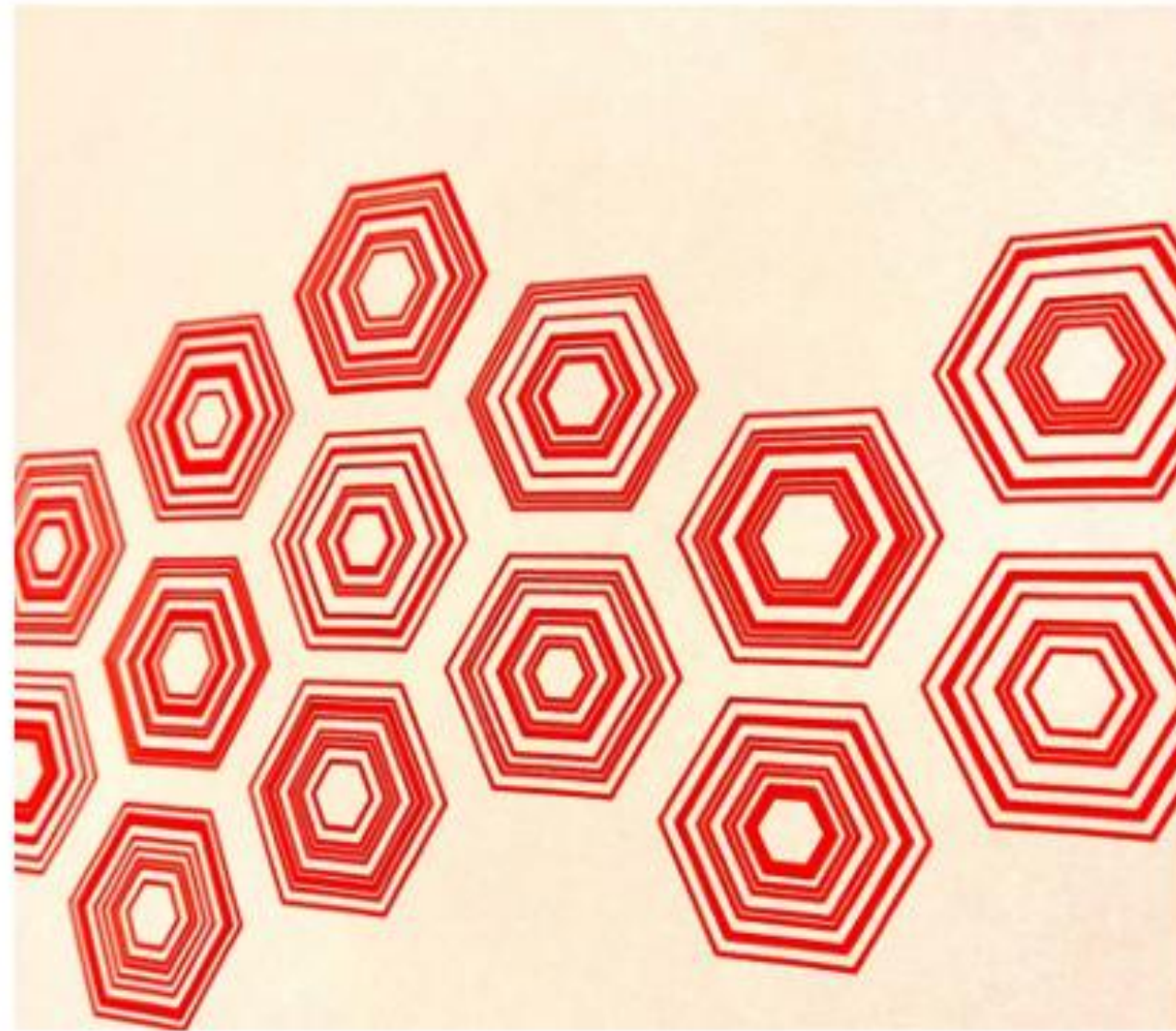
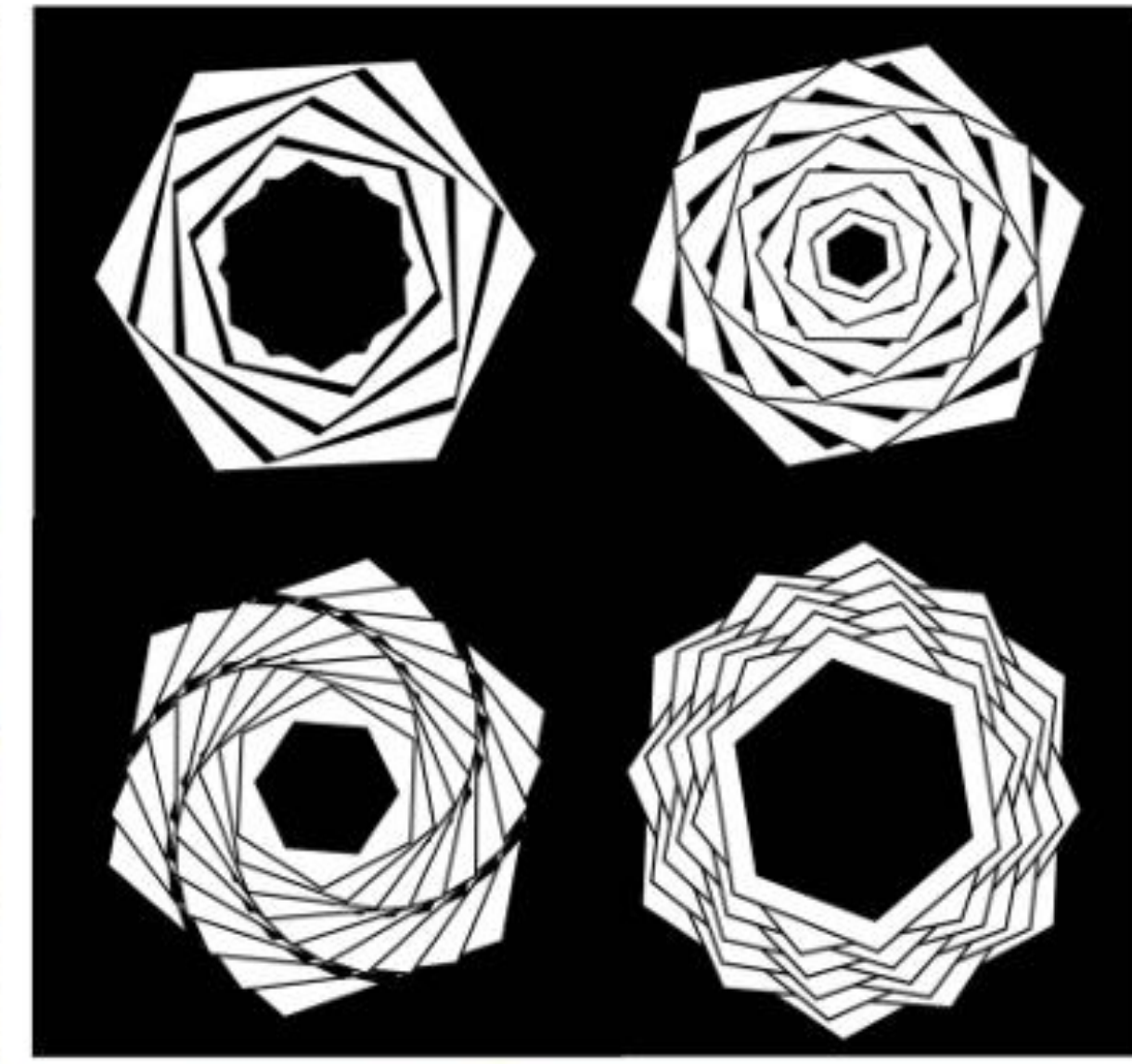
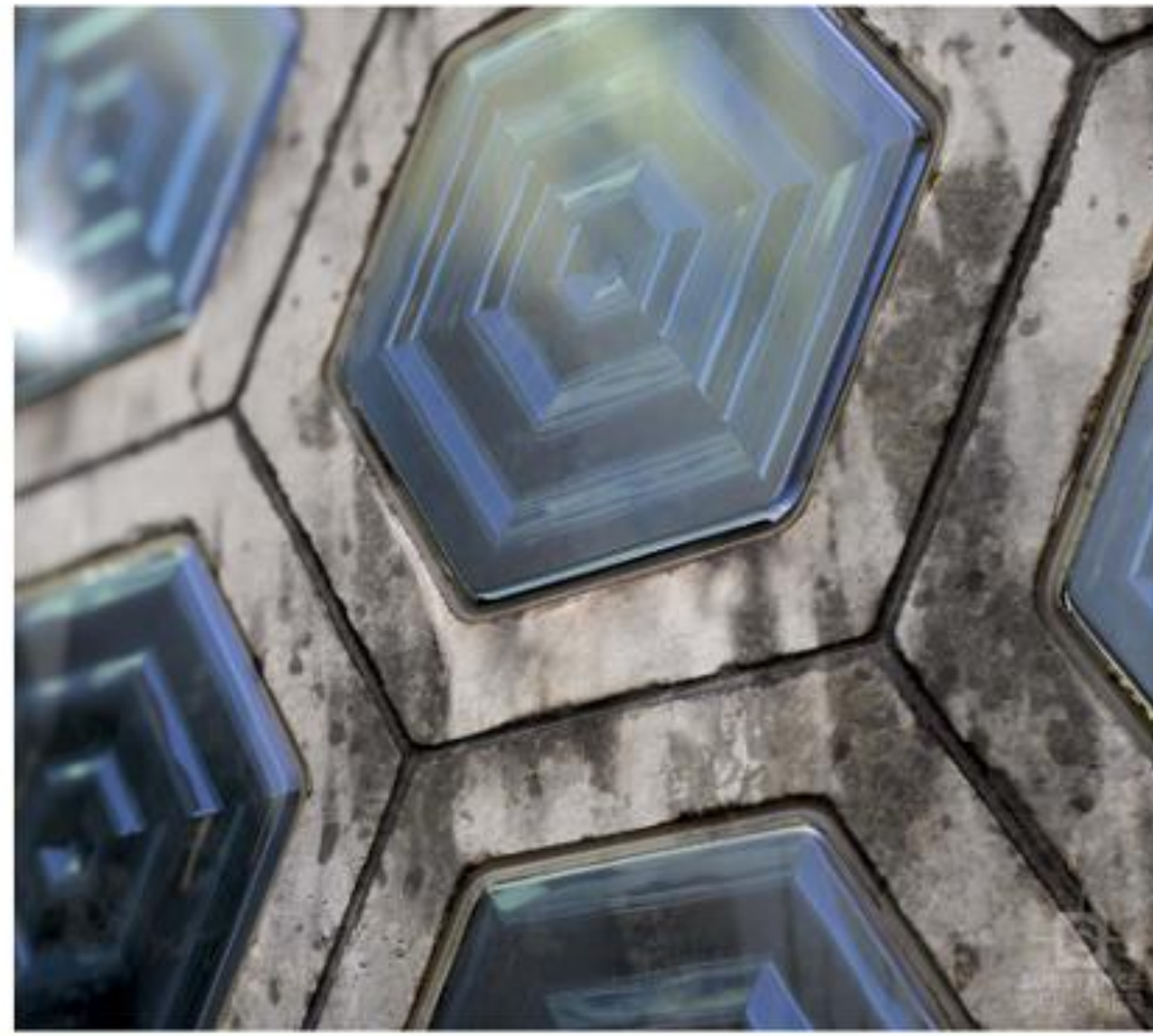
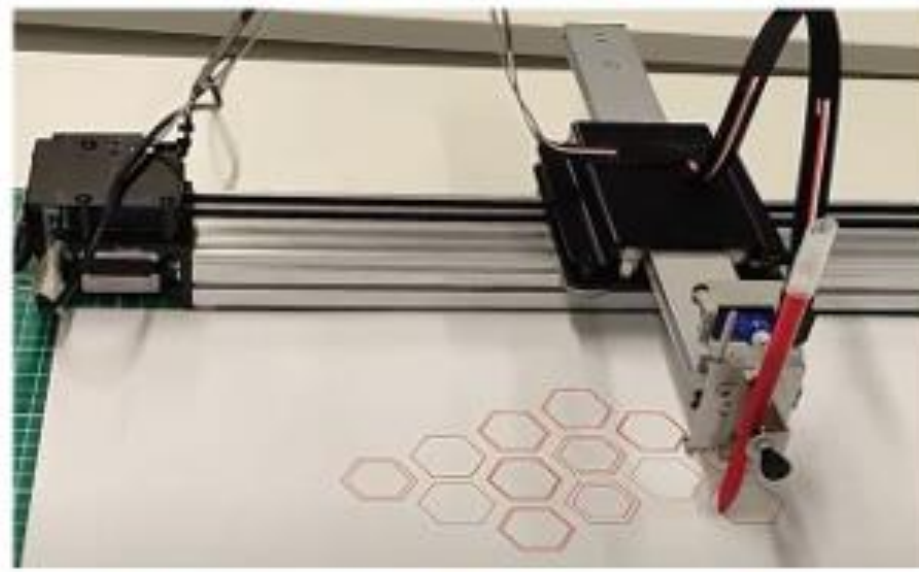


Screen printed images



MODULARITY

Hexagonal images created in Processing, inspired by modular architecture



AI AND COMPUTER ART

Exploring self-identity through the lens of technology

AI-DA Robot



AI-DA is the world's first ultra-realistic robot artist, created in February 2019 by Aidan Meller. She draws using cameras in her eyes, AI algorithms, and her robotic arm.


AI-DA has created drawings, paintings, sculptures, and even performance art. AI-DA raises several questions... Is she an artist in her own right? Is she an artist's alter-ego? Is she an avatar or a manufactured character?

Artworks produced by AI-DA




Meller's creation highlights how advanced AI algorithms have become, and hints at a future where this technology could encroach on human life.

RESEARCH: AI Artists

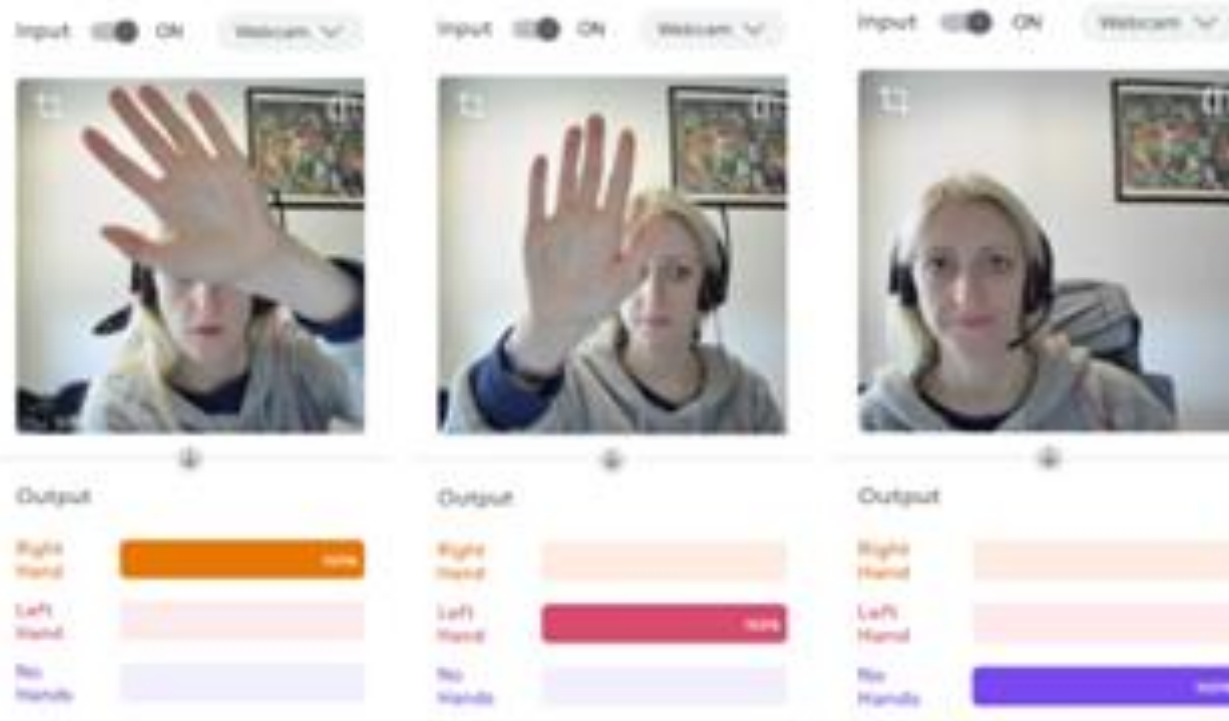


The Chimera Method was created by Glenn Marshall (2019). It is an AI system, which finds features and shapes in an initial image and mutates it into the style of various artists.



Edmond de Bellamy is an AI generated painting, produced in 2018 by Arts Collective, Obvious. It was created by an algorithm which referenced 15,000 portraits from various periods.

Machine Learning



I created a range of images of myself holding up my left or right hand.

I used these as data sets in a Teachable Machine to see if it could determine the difference.