NCAD - YOUR PORTFOLIO – YOUR WAY

Interaction Design Guidelines

The following guidelines may be used when applying to **Interaction Design**. Please note that these are simple guidelines to get you started on your portfolio journey and do not have to be followed. If you do decide to follow them, we suggest that you come up with your own ideas for the guidewords.

Pick one or more of the following guide words to explore.

Expansion	Territory	Remnant
Departure	Encounter	Restriction
Gradient	Hurdle	Affinity

For example; thinking of your own user experience, can you think of ways to improve **departure** systems for transport agencies? Think of an app on a device that you use regularly. Think of a feature that you don't like about it. How could you change or improve this? What implications would it have for other users? Think of a **hurdle** that certain people face every day. Can you think of any app or idea that would make daily life easier and more enjoyable for them?

Your Portfolio will be assessed using the following criteria:

1. Research and observation
Constantly ask questions and try to understand the human experience at the core of what you do - interview people, observe environments and record your findings. Explore examples of good and bad products or experiences relating to your research and show us how other designers have responded. Identify the problem that you are going to solve.

2. Creative ideas - outcomes of your research and observation
Use your research to generate lots of ideas - practical, wild or futuristic. Draw your ideas or make simple models to develop your thoughts. Consider both physical and digital ideas for your design. Think about how your idea might work, who would use it and what their experience could be like. Look at www.sketch-a-day.com for inspiration on drawing technique

3. Developed creative work
This is where you select, develop and present one idea. It could take the form of a product, an app, a service, an environment or a combination of the above. Show us what's great about your design

- how does it solve the problem you identified? This is also your opportunity to show what your design looks like, how it works and what the user experience is like.

Creative Notebook

Your notebook can show any extra project development like planning, thoughts and notes. We are also interested in the designers that inspire you, the drawings that didn't quite fit in the portfolio or the hobbies, art, school projects or work experience that you didn't get chance to show. If you make things, break stuff, hack objects or program computers - we'd like to see it.

Notes

Check out www.behance.net for inspiration and examples of some great product and interaction design work. All work should be submitted on A3 worksheets and notebooks. You can use drawings, models, storyboards or computer generated imagery to show your work. Any physical objects should be photographed and included in worksheets.

You can find examples of portfolio work on the NCAD website or on our Facebook page
www.facebook.com/productdesignncad

For information on the practicalities of submitting your portfolio to NCAD, please CLICK HERE

Helpful Information

Throughout the year, NCAD runs several Portfolio Information sessions, workshops and clinics. These will be in November and January and will be clearly advertised on our website. These events are specifically designed by our expert portfolio assessment teams to help you with your portfolio. If at all possible, you should try to attend at least one of these events. These events are free but places are limited, so be sure to check back on the website regularly in order to book your free place.