

The review panel will be looking for a range of abilities, including conceptual thinking, problem-solving, aesthetic discrimination, flair and technical ability.

These qualities can be demonstrated in numerous ways and it is not necessary to show all your work.

The contents of the selection kit should be carefully presented. When presenting work with components in multiple formats (i.e. a campaign including a mobile application, a printed poster and a logo), ensure that all components are included. If you have 3D work, photograph these from different angles.

It is important to note that your project explanations in the written statement and captions are given substantial consideration, so ensure that you articulate your thoughts with clarity and in sufficient detail.