



## UMEÅ INSTITUTE OF DESIGN

UMEÅ UNIVERSITY

# Portfolio requirements for incoming exchange students Spring 2023

### **Industrial Design, Advanced Product**

You are required to send in a letter of motivation and a digital portfolio. Both files should be PDFs. The digital portfolio should be optimized for screen viewing (landscape format). The portfolio should contain several work samples and project results, and should ideally display and communicate your work, thinking process and creative skills. If you have videos published on-line relevant to your portfolio and application, please include these as a web link in the PDF version of your portfolio (and password if needed). Make sure that the website link works for both Mac and PC and with different browser platforms.

We look at your ability to visually communicate your:

- Way of using sketching as a visualization and ideation tool
- Present 2D and 3D software skills
- Understanding of 3D and physical form
- Knowledge of industrial production and technology in general
- Ability to identify and solving problems through creative methods and thinking
- Personal expression of design and form language
- Experience with individual and group work
- Overall attitude and approach to industrial design

For more information about portfolio requirements, contact Programme Director Thomas Degn:

[thomas.degn@umu.se](mailto:thomas.degn@umu.se)

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### **Industrial Design, Interaction**

You are required to upload a letter of motivation and a digital portfolio (PDF). The digital portfolio should be optimised for screen viewing (landscape format). You can also submit your portfolio as a web link in the PDF version of your portfolio (and password if needed). Make sure that the website link works for both Mac and PC and with different browser platforms. The portfolio should contain 8-12 samples of your work, showing your present creative and aesthetic design experience and capabilities on professional and/or academic level. You can include videos, photos, sketches, 3D renderings, graphics, or interactive presentations to demonstrate your design skills. For each work sample, include a short text (10-20 words) describing the content and context of the shown project. In group projects, tell us what your contribution was.

Keep the presentation of each work sample to one page each, and select the parts that best presents your strengths. However, one or two of the submitted work samples should be described in more detail over 3-4 pages, where your design process should be in focus.



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We look at:

- Aesthetic craftsmanship
- Overall human-centered attitude to design
- Creativity, design thinking and problem-solving capability
- Capability of critical and analytical thinking
- Experience with individual and group work
- Relevant graphics software skills
- Basic experience of building physical mock-ups and presentation models
- Interest in information technology

For more information about portfolio requirements, contact Cindy Kohtala:  
[cindy.kohtala@umu.se](mailto:cindy.kohtala@umu.se)

## **Industrial Design, Transportation**

You are required to upload a letter of motivation and a digital portfolio. Both files should be PDFs. The digital portfolio should be optimized for screen viewing (landscape format). We see the portfolio as a fundamental way to express individual interests, personality, artistic talent and one's visions for a better future through design. Naturally, the portfolio also allows us to understand the applicant's experience and current skill level in industrial design. During the selection process, goals and relevance of the design projects documented in the portfolio are closely taken into consideration. This means that the motivation or background story for the design proposals are important and should be described in a visual and concise manner. A life-centric approach, purposefulness and progressive thinking in design will help setting the work apart from other applicants. The portfolio should express one's creativity and artistic ability both by freehand sketches and renderings. Aesthetic judgement and understanding of three-dimensional form are very important skills for a future transportation designer, and therefore should also be documented in the portfolio.

We look at:

- Overall capabilities and skill level in industrial design.
- Ability to identify relevant opportunities and to solve problems using design as a process.
- Creative thinking and artistic ability expressed both by freehand sketches and renderings.
- Three-dimensional form understanding. Pictures of mockups, sculptures, physical or digital models must be presented. The latter ideally will also represent the applicant's knowledge about manufacturing technologies and materials.

There is no expectation that these three-dimensional work samples will display experience in vehicle design. Different industrial design projects showing one's reasoning to select ideas and then moving those from 2D into 3D form are very welcome in the portfolio.

For more information about portfolio requirements, contact Programme Director Demian Horst:

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