

# Requirements for Portfolio Design & Product Management

Dear Applicant,

To be accepted into the dpm courses it is necessary to hand in a portfolio of your works. This portfolio will be submitted in form of a pdf.-file and will have to include the following sections.

Please note that the presentation-structure detailed below has to be submitted to its complete extent for at least 4 of your design-projects.

Why do we ask you for this?

Only if you keep close to these requirements, the board of admissions will be able to understand the way you think and work ... the way you ... create. To only show the final results of your project-work is NOT enough.

But please note:

Especially the written part of the project-explanation is often treated as an aspect of minor importance. The key here is to keep the information short and essential...

To leave it out completely is NO OPTION!!!!

If any of the parts mentioned above are missing, you will be asked to complete the portfolio and resend the completed version.

Detailed portfolio requirements:

## **A. Letter of motivation -**

You will have to explain WHY you would like to study at DPM

## **B. Curriculum Vitae**

## **C. Minimum of 4 design-projects**

For each of the projects the ultimate goal is, to give the DPM admission-jury a logical as well as conclusive overview of the complete process you went through to arrive at the final design or stage.

This means that you will be required to include the following sections for EACH Design-project.

### **1. Research/Analysis.**

An analysis of the current situation or the possible problem you would like to solve with your design. This analysis includes

Description of the problem/task, the targetgroup, the competitors ...

### **2. Briefing.**

A ...SHORT .Briefing which is outlining the basic requirements for the projects setting. Here you will include:

Information on the technical-background, expected cost/revenue ratio, possible structural and/or package-requirements ...

**3. Ideation.Concepts.**

A presentation of the various concepts you developed. They will be dealing with your functional as well as aesthetic ideas.

**4. Design Solution.Final design**

This section will contain: a design-plan of the final design, "hand- made" renderings showing 2 perspective views of the final design-solution as well as 2-3 CAD renderings of the design either in a "studio-setting" or as a photoshop-collage in its intended surrounding.

**5. Conclusion.**

A critical comment on the projects results.

**D. Learning agreement**

It will contain the list of courses you wish to apply for at DPM