

All applicants to TA014 must submit a portfolio

In order to gain admission onto TA014, you are required to submit a portfolio. A portfolio is a collection of samples of your work that is representative of you. It should demonstrate that you are very interested in advertising and marketing communications.

USEFUL CONTACTS

Department of Marketing
and Business Computing.
http://www.it-tallaght.ie/marketing_advertising

HEAD OF DEPARTMENT

Mr Adrian Payne
Email:
adrian.payne@ittdublin.ie
Tel: + 353 1 404 2886

COURSE LEADER

Ms Patricia Medcalf
Email:
patricia.medcalf@ittdublin.ie
Tel: + 353 1 404 2890

THE DECISION
OF THE REVIEW
PANEL IS FINAL

PORTFOLIO CONTENT & MARKING SCHEME

Section 1. Critique of five advertisements (ads) - mandatory

Your portfolio must include a critique of at least five ads that have caught your attention. Each critique should explain why you like it/why you don't like it, identify the target audience, what would you do differently (if anything). Where possible, please include a copy of the ad (if it is a TV or Radio ad, include a URL link and if it taken from social media, include a screen grab i.e. image of what is displayed on the computer).

Section 1 Marking Scheme

Maximum Marks Available = 200
Critique of ads - Max 150 marks
i.e. 30 marks per critique
Quality and professionalism of content
- Max 50 marks

Section 2. At least two examples of your work in the following types of areas - mandatory:

Here are some suggestions:

- Articles that you have contributed to a publication e.g. school, sport, local newspaper, newsletter.
- A press release that you have submitted to a media outlet (e.g. radio, newspaper) for publication or broadcast. If it is published, please provide evidence.
- A blog that you have created and or contributed to
- An event that you helped organise e.g. a school event, an event for your local sports club. Please include photos, reviews, posters etc. if available
- A poster that you have designed
- Work that you have done in Photoshop (or similar graphic design software)

Section 2 Marking Scheme

Maximum Marks Available = 400
200 marks max per element x 2 = 400 max



Candidates must achieve a minimum Portfolio Review Score of 300 out of 600 to be considered.

Exceptional 600/ Very Good 450 /Satisfactory 300 /Limited 150 /Unsatisfactory 0

The Institute of Technology Tallaght Portfolio Review

SUBMISSION DETAILS

All portfolios must be received by the Registrar's Office by 17.00 on 6th May 2016. If you are submitting a hard copy, please address it to The Registrar's Office, The Institute of Technology Tallaght, Tallaght, Dublin 24.

If you are submitting an electronic copy, Please send it by email to TA014portfolio@itttdublin.ie

COLLECTION DATES

Portfolios can be collected from the Registrar's Office on Wednesday 22nd, Thursday 23rd and Friday 24th June 2016 between 10.00 – 12.00 and 14.30 – 16.00 each day.

THE DECISION
OF THE REVIEW
PANEL IS FINAL

PORTFOLIO FORMAT GUIDELINES

PLEASE READ CAREFULLY

- The first page of the portfolio must consist of your CV with details of education, work experience (where applicable), hobbies, technical skills and involvement in activities related to the programme.
- Portfolios should be securely bound (hard copy format) or contained in one PDF (electronic format) and clearly identified with your name, address, contact telephone number and CAO number.
- Include no more than 10 distinct pieces (each ad critique counts as one piece)
- Do not include CDs, zips or floppy discs
- Do not submit work that is framed or mounted behind glass
- Contents should be arranged in an orderly and accessible manner in a secure folder
- Should not exceed A2 in size.
- Can be submitted in electronic or hard copy format

The portfolio should be well-presented and organised, with the pieces sequenced from beginning to end in a considered manner. A page at the front of the portfolio should provide a table of contents.

VERIFICATION OF PORTFOLIO

If you are submitting a hard copy, the portfolio must be signed by the School Principal or another responsible person (not a relative), as being the applicant's own work. If you are submitting an electronic copy, please include a declaration by the School Principal or another responsible person (not a relative), as being the applicant's own work. In both instances, contact details for this person must be included.