

WHAT ART COLLEGES ARE LOOKING FOR: HOW TO BE COMPETITIVE FOR ADMISSION

THE ART SCHOOL PORTFOLIO

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PORTFOLIOS GENERALLY FALL INTO ONE OF THREE CATEGORIES

**ONE:
DEVELOPING
TECHNICAL
ABILITIES**

**CONCEPTS LACK
EXECUTION**

SHOWS POTENTIAL

**TWO:
SOLID SKILLS BUT
LACKS
CONCEPTUAL
DEVELOPMENT**

**OR
INTERESTING
CONCEPTS BUT
LACKS TECHNIQUE**

**THREE:
GREAT TECHNIQUE
& CRAFTSMANSHIP
AND
CONCEPTUALLY
STRONG WORK,
INTERESTING
THEMES/
NARRATIVES**

1. AVOID COMMON CLICHÉS.

**2. HAVE SOMETHING TO SAY
ABOUT EACH PIECE IN YOUR
PORTFOLIO. CONTEXT IS
HELPFUL**

3. EDIT YOUR WORK IN A STRATEGIC WAY. CURATE YOUR CONTENT WITH THE VIEWER IN MIND.

**4. SHOW RESEARCH, IDEAS
AND PROCESS.
SKETCHBOOK PAGES ARE
IDEAL FOR THIS.**

5. SHOW YOUR PERSONALITY THROUGH YOUR WORK. LET IT SPEAK FOR WHO YOU ARE AS AN APPLICANT. GO BEYOND THE ASSIGNMENT.

**6. DEVELOP A MATURE,
COHESIVE BODY OF WORK
THAT FEELS LIKE A
PERSONAL EXHIBITION.**

WHY IS THIS PORTFOLIO EFFECTIVE?

- ✓ COHESIVE BODY OF WORK, SIMILAR FEEL AND COLOR PALETTE
- ✓ DIFFERENT USE OF MATERIALS DEMONSTRATING RANGE OF ABILITIES
- ✓ SHOWS ADVANCED SKILLS, COMMITMENT AND CREATIVE POTENTIAL
- ✓ WHILE NOT REQUIRED, PORTFOLIO DEMONSTRATES EXPLORATION IN
INTENDED MAJOR – FASHION DESIGN
- ✓ TAKES RISKS AND DEMONSTRATES ORIGINALITY
- ✓ WORK IS WELL DOCUMENTED AND PROFESSIONALLY PRESENTED

**7. DON'T BE INTIMIDATED.
ASK FOR HELP. GET
FEEDBACK, BUT REMAIN
TRUE TO YOUR PERSONAL
VISION.**

PORTFOLIOS WITH SPECIFIC FOCUS:

ANIMATION/GAME DESIGN

ILLUSTRATION

FINE ARTS (PAINTING/SCULPTURE/PHOTO)

FASHION DESIGN

ARCHITECTURE/INTERIOR DESIGN

GRAPHIC DESIGN

PRODUCT DESIGN

**10-20 OF YOUR BEST &
MOST RECENT WORK
OTIS.SLIDEROOM.COM**

ANIMATION
2D/3D DESIGN
DRAFTING
DRAWINGS
ILLUSTRATION
MIXED MEDIA
MOTION-BASED PROJECTS
PAINTINGS
PHOTOGRAPHY
SCULPTURE
VIDEO

INCLUDE 5 WORKS FROM
DIRECT OBSERVATION

PORTFOLIO

DOCUMENT YOUR WORK
WELL

LIGHT IT & CROP IT

USE A NEUTRAL
BACKGROUND

PROVIDE DESCRIPTIONS,
DIMENSIONS,
CONTEXTUAL INFO

CURATE YOUR SUBMISSION

SHOW PERSONALITY,
TAKE RISKS

DEMONSTRATE YOUR
INTERESTS

**DO
THIS**

**DON'T
DO THIS**

TAKE BAD PHOTOS

CRAM TOO MUCH IN
ONE SLIDE

OVERSTYLIZE THE
LAYOUT

INCLUDE WORK YOU
ARE NOT EXCITED
ABOUT

BE INTIMIDATED BY
THE PROCESS

PORTFOLIO DAY TIPS

www.portfolioday.net

- PREPARE SOMETHING TO SAY ABOUT EACH PIECE IN YOUR PORTFOLIO
- KNOW WHICH WORKS YOU WANT FEEDBACK ON
- BRING YOUR SKETCHBOOKS
- DIGITIZE LARGE OR CUMBERSOME WORKS AND DISPLAY THEM ON A TABLET OR LAPTOP, NOT ON YOUR PHONE
- THINK ABOUT CHRONOLOGY – WHAT ARE THE OLDEST WORKS AND NEWEST WORKS IN YOUR PORTFOLIO
- WRITE DOWN QUESTIONS YOU'D LIKE TO ASK
- BRING FRIENDS, PREPARE SNACKS, DRINK WATER, WEAR COMFORTABLE SHOES

**QUESTIONS?
THANKS!**

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