

FIRST STEP

CHECK THE SCHOOL'S APPLICATION REQUIREMENTS

- Application and portfolio due date(s).
- Size and format of work required.
- What kind of work is expected: finished pieces, sketch books, developmental, and process work.
- Kind of portfolio: hard copy reproductions, original artwork, or digital. Some schools may require both a digital and an original portfolio.
- Labeling and presentation requirements.
- Number of works to be included.
- Portfolio expectations: what kind and range of media, subject matter, and content.
- Written essay, personal statement, or special visual assignments.
- Find out how artwork needs to be submitted. Some schools use an on-line application website like Slideroom.

PLANNING

WHAT TO INCLUDE IN YOUR PORTFOLIO

- Recent art work produced within the last year or two.
- Only original creative work. Avoid exercises copied from other artists and sources.
- Only your best work. Excellently crafted and cleanly prepared.
- Projects completed as part of course studies, as well as independent projects.
- Examples of both two- and three-dimensional traditional media, as well as photography and digital media.
- Explore a range of subject matters: figurative, landscape, still life, inventive, and imaginative subjects. Observational drawing is very important.
- Consider including examples of developmental and process work. This may include sketchbook and preliminary thumbnail and rough studies.*
- Be prepared to have from 12 to 20 artworks in your portfolio. Quality is more important than quantity.

* *If developmental work isn't allowed in the portfolio, be sure to bring the work along as a part of your visit or interview.*

ARTWORK

CONSIDERATIONS FOR YOUR ARTWORK

- Be yourself—reveal your personality and interests.
- Communicate creative ideas: be original and avoid copying.
- Communicate passion, commitment, and enthusiasm.
- Include some projects in your portfolio to suit your degree interest, but strive to have a variety artwork.
- Demonstrate awareness, understanding, and application of two- and three-dimensional design principles and elements.
- Demonstrate an awareness of art history.
- Seek input from your faculty and other professionals.

PORTFOLIO PREP

ORGANIZING YOUR PORTFOLIO

- Choose a simple and neutral portfolio: black, gray, tan.
- Select an approach which makes your work easily viewable.
- Order your work in a logical and aesthetically pleasing way.
- Avoid unnecessary repetition of similar projects.
- Mount all of your work consistently.
- Use a consistent and unobtrusive method to labeling your art.
- Include your name and contact information on inside cover.

DIGITAL PREP

PREPARING YOUR DIGITAL PORTFOLIO

- Carefully photograph your two- and three-dimensional artwork with a quality camera. Use adequate lighting and avoid shadows. Do not crop too closely around the artwork.
- Make certain color is accurate and focus is sharp.
- Digitally created art should be saved in .jpeg, .gif, or .png format.
- Label all digital files sensibly, such as firstname-last name-application.pdf rather than pic54320fxz.pdf
- Make back-ups of your files.
- Use a consistent and unobtrusive method to labeling your artwork.
- Include your name and contact information inside.

For more information about the Department of Visual and Creative Arts at Marian University, please contact Dr. Jamie Higgs, Chair: 317.955.6432 or jhiggs@marian.edu
3200 Cold Spring Road · Indianapolis, Indiana 46222
www.marian.edu · 317.955.6000

KINDS OF PORTFOLIOS

TRADITIONAL CASE



- Size: 14" x 17" or 16" x 20" are portfolio sizes suitable for original or photographed artwork.
- Materials for commercially made portfolio cases vary, so choose one which compliments (not competes) with your artwork.

DIGITAL



- Digital portfolios require that you professionally photograph your two- and three-dimensional artwork.
- High-quality jpeg images can be assembled into a PDF portfolio.
- Your portfolio can be copied to a flash drive, CD/DVD, or tablet device.

KEYS TO CREATING A SUCCESSFUL PORTFOLIO

DEDICATION

Consistently make artwork



KNOWLEDGE

Seek knowledge to fuel your ideas



PASSION

Be faithful and love what you are doing



CREATIVITY

Listen to yourself and be original



INQUIRY

Be open and full of wonder



The Department of Visual *and* Creative Arts offers studies in
Art Education, Art History, Art Therapy, Graphic Design, Photography, and Studio Arts.

PREPARING YOUR COLLEGE VISUAL ARTS

**PORT
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