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.

WHAT TO INCLUDE IN YOUR PORTFOLIO

· Recent art work produced within the last year or two.

PLANNING

- · 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.

CONSIDERATIONS FOR YOUR ARTWORK

ARTWORK

- · 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.

ORGANIZING YOUR PORTFOLIO

PORTFOLIO PREP

- 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.

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FIRST

STEP

Be yourself-reveal your personality and interests.

DIGITAL

PREP

- Choose a simple and neutral portfolio: black, gray, tan.
- Select an approach which makes your work easily viewable.

PREPARING YOUR DIGITAL PORTFOLIO

- Carefully photograph your two- and three-dimensional artwork with a guality 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 vour artwork.

· Include your name and contact information inside.

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KINDS OF PORTFOLIOS

TRADITIONAL CASE

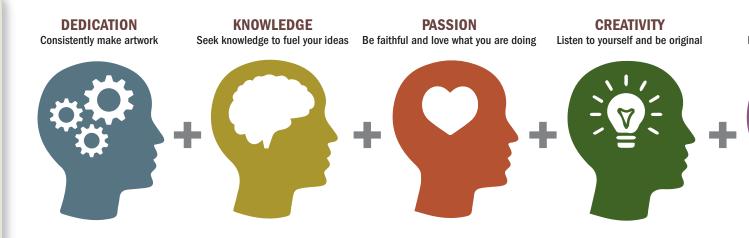
• Size: 14" x 17" or 16" x 20" are portfolio sizes suitable for original or photographed artwork.

 Materials for commercially made portfolio cases vary, so choose one which compliments (not competes) with your artwork.

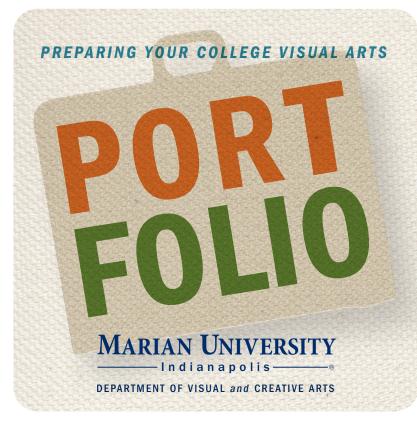


- Digital portfolios require that you professionally photograph your twoand three-dimensional artwork.
 High-quality jpeg images can be assembled into a PDF portfolio.
- Your portfolio can be copied to a flash drive, CD/DVD, or tablet device.

KEYS TO CREATING A SUCCESSFUL PORTFOLIO



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



INQUIRY Be open and full of wonder