

ART & DESIGN



PREPARING YOUR PORTFOLIO

A Step-By-Step Guide To Make Your Portfolio College-Ready

Applying for art and design scholarships can be daunting if you don't know how to present your work in the best possible light. During the second year of our program, all Art & Design students are required to submit a digital portfolio of selected work completed during their first two years at Judson. Do you want to get ahead? Impress college art professors by how viewer friendly your portfolio is? This is how we teach our students to prepare a digital portfolio...

1. QUALITY IMAGES

You may have great work, but if you don't have great images, no will know. Digital design or photography is obviously not a problem. But what do you do with all of those paintings, sculptures, drawings, darkroom photographs, and ceramic vessels? If it's flat, and small enough to fit on a scanner, scan it at a high resolution. If it's larger or three dimensional, photograph it under **even** lighting. Placing two lights at a 45 degree angle a few feet from the middle of your work can achieve this. Set your camera directly in between the lights, across from the middle of the work. Watch for strong glares or shadows cutting across the surface. Also make sure the edges of the work are square to the edges of the viewfinder. If the work is two dimensional, you will need to crop out the entire background. If the work is three dimensional, drape a black or white fabric behind **and** underneath the work. Essentially, you don't want the viewer to see **anything** but the work. Check out our website <http://create.judsonu.edu/> for examples of drawings, paintings, photographs, graphic design, and 3D work from our students.

Each image will be a high-resolution scan, digital photograph or jpeg of your work, will need to be approximately **8.5 inch x 11 inch (landscape) at 300dpi, RGB** and color corrected if necessary. Do **not** distort images to fit these dimensions.

2. THE PORTFOLIO PACKAGE

In a 9x12 envelope include:

1. Brief letter of Intent (Printed)
2. Contact Information
 - Full Mailing Address
 - E-mail Address
 - Telephone Number
3. CD Contents Screen Capture (Printed)
4. CD with Portfolio Images. The CD should be in a protective sleeve.
On the sleeve, adhere a label with your name

The CD should be titled: Lastname_year

5. Choose only the **best** 10-15 examples of original work you have completed. Including too much work communicates that you don't know how to evaluate whether or not something is worth looking at. Choose wisely!

CD CONTENTS

Burn the following onto a standard CD-R:

1. Folder which includes .jpegs of images titled lastname_year
2. Digital Letter of intent in .pdf format.
3. CD Contents Screen Capture (rename file, with lastname_contents)

Command+Shift+4+Space Bar

4. Portfolio — Multiple Page .pdf
You can set this up in InDesign and save it as .pdf.

LABELING

Label each image in 10 pt Adobe Garamond typeface placed on the lower right of the page. Garamond is a clean, sophisticated, easy to read typeface. You're looking at it now. More expressive typefaces will distract from your work. Each piece should be labeled, and each label should include the following information:

1. Title of work (in italics)
2. Medium or software used to create the original piece
3. If you used source photographs identify where they came from (for digital work - label "stock photography")
4. Dimensions of original piece in H x W x D measurements, as applicable (Example: 8" H x 12" W x 4" D for a 3-d piece; 18" H x 24" W for a 2-D piece)
5. Date of completion (semester and year)
6. Be sure to keep your work in the order you specify.

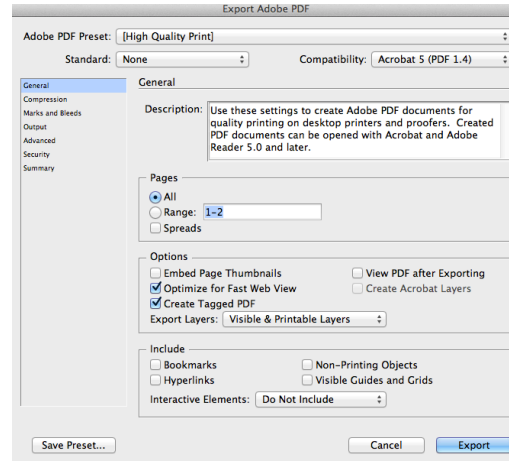
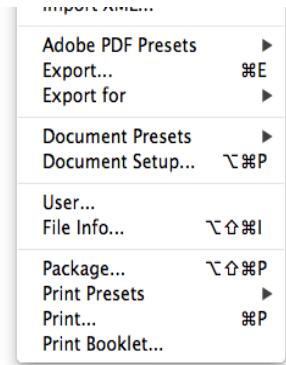
CD CONTENTS SCREEN CAPTURE/PRINT OUT GUIDELINES

1. Open CD Contents and any subfolders. (List View)
2. Command+Shift+4+Space Bar
3. Rename picture file "lastname_content"
4. Copy picture file onto CD and print out a copy to include in your envelope.

PORTFOLIO .PDF GUIDELINES

1. Create pages in InDesign and save to .pdf*
2. Landscape format.
3. Begin with a Title Page (Name and Date).
4. One Image with Label per page. (Process Pages may have more than one image).
5. 35% gray background. Labels in black.
6. Export as high quality .pdf, saved as Lastname_port.pdf

*When converting to .pdf- select 'File' > 'Adobe PDF Presets' (image 1) > 'High Quality Print' > and select Export (image 2)



image

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image 2

3. CONTENTS OF THE PORTFOLIO

Not everyone has developed every artistic skill, and that’s to be expected. Just show what you can do. You may choose to concentrate your portfolio on one media, perhaps the one most applicable to your desired course of study, or show a broad range of skills. It’s up to you. Label each image:

- Lastname_1.jpg
- Lastname_2.jpg
- Lastname_3.jpg
- etc...

For our Art and Design Merit Scholarship, you may submit 10-15 images of work in one or more of the following categories:

- Drawing** charcoal, graphite, colored pencil, ink, etc.
- Painting** oil, acrylic, watercolor
- Photography** darkroom or digital
- Illustration** hand or digitally produced
- Sculpture** cast or constructed
- Ceramics** wheel-thrown or hand built
- Collage** hand or digitally crafted
- Graphic Design** typography, print, packaging, web
- Film or Video** no more than 15 minutes

What is the Judson University Art and Design Merit Scholarship?

You can find a link here: <http://www.judsonu.edu/ArtDesign/>

And if you follow these instructions, you’ll be ahead of the game.

Best wishes on your college search!