



> portfolio requirements

Portfolios are a requirement for every design studio. They serve as part of the required presentation for each studio project and are required at the end of each quarter. At the end of each school year, the portfolios are combined to represent all the work of the studio sequence. The portfolios serve the student as a record of his or her work and assist the faculty in determining the student's studio grades and whether additional work might be needed by the student prior to advancing to the next studio sequence.

The portfolios also serve NewSchool as a record of overall school quality, especially important in the accreditation process. This paper is to assist and provide guidance in the preparation of your portfolio. We think you will find it a valuable aid.

The following NSAD requirements must be met:

- ❖ Size: 8-1/2 x 11 inches
- ❖ Sturdy front and back covers
- ❖ Projects must be identified with a title, date (or quarter completed), location and a brief description of process, concept, and solution.

portfolio preparation

This information is from a handbook distributed at the GSD's Career Discovery program, an intensive, six-week summer program designed to introduce students to what education and work are like in the design professions.

purpose

Your portfolio is a collection of your work and a personal statement of your creative ability. It presents an image of you, your skills, how you organize yourself and what your priorities are. This aspect of your portfolio is as important as the contents it holds.

uses

Most design school admissions committees require you to submit a portfolio with your application. Many application portfolios contain very little architectural work, but exhibit a more general quality of your potential as a student of design. Your portfolio should show that you have the motivation to carry out projects that you begin by including a variety of work or projects that you have carried to some level of completion. You may include freehand drawing, rendering, woodworking, stained glass, illustration, graphic design as well as any design projects you may have completed.

When you are looking for a job, your portfolio should be more specific in scope. By this time you will have some examples of your design work and drawing skills. You will be attempting to demonstrate the following: (1) that you already have certain skills; (2) that you have potential as an employee, i.e., motivation, ability to progress; and (3) subjective image quality. Remember that the portfolio is often seen when you are not present. It must convey a complete graphic story and be self-explanatory.

contents

Most portfolios include a resume, a job history, references and your work. Your work may be divided into categories in a number of ways. You may wish to separate school projects from work experience, arrange projects chronologically or separate types of work (design vs. graphics, presentation drawings vs. working drawings, etc.).

format

Design your portfolio. In our world of "dress for success," how you execute your portfolio will also say much about you as a future professional designer. Create a format that is flexible enough to accept new work, new categories of work and new types of presentation. The format of your portfolio remains constant from one part to the next. It helps to organize your work and gives visual order to the entire presentation. The format you select may be informal or very well-defined. It may consist of one or several consistent features such as:

- page size
- lettering style
- borders
- section title pages
- consistent use of color
- use of grid for layout
- written material
- uniform title & symbols

There are numerous other organizing features, but not every portfolio will or should include all of them. Use enough features to hold the portfolio together graphically, allowing emphasis on the contents and flexibility.



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size and proportion

NewSchool requires portfolios be submitted in 8 ½" x 11" and include a minimum of ten selections. Presentation proportions should be compatible with the proportion of your portfolio. The portfolio must be a manageable size; oversized or bulky portfolios can be awkward and difficult for reviewers to handle.

cover & binding

Remember to select your cover and binding carefully. Some possibilities are:

- presentation covers with multi-ring binders
- GBC
- velo-bound
- post hole with custom cover
- custom binder

Knowing what type of binder or binding you are going to use will help you to determine the page size.

orientation

Think about a consistent orientation for your drawings. Nothing is more frustrating than turning and twisting every which way to see what is in the portfolio. All drawings should read from the bottom or from the right. If you have to change orientation, do it at a logical break-point, such as when a new problem is introduced.

double leaf image

In composing the portfolio, remember that the basic module for composing a layout is two leaves of the binder. The more complete the information on this double leaf-spread, the easier it is to hold the viewer's attention. Try to put all related information on one double-leaf spread.

consistent signals

Try to set up a hierarchy, i.e., all title pages of a certain composition with the same size type. Use color strips or full pages as "flags" to indicate when you are beginning a new problem or section of the portfolio. Note: all drawings should have a title, scale and north arrow that reduce proportionally with the drawing.

design sketches

Take advantage of your idea sketches to show how your design process works and how you record it. Take 8-1/2 x 11 sketches directly from your design notebook or collect miscellaneous sketches and reduce them. You may decide to use the originals.

tips

Keep your portfolio up to date. This helps to spread out the expense and keeps you from having to make all the decisions and do all the work at one time. You should be able to add and subtract material at will.

Think about the details. Do not let any aspect of your portfolio happen by accident or by convenience. Even if your portfolio consists of xerox copies, get good ones and make sure that they are straight on the page. Designers notice these details immediately. The last thing you want to do is distract from your work with a detail that you did not think about carefully.

reproduction

As your work will probably vary in size and your portfolio will not, most of your work will have to be reduced. There are a number of methods for reduction, both black & white and color, and the costs vary immensely. Some reproduction processes deteriorate over time. Keep this in mind when making your selection. Common processes include:

- large-format xerox reduction - the least expensive method
- PMT (photo mechanical transfer) - good for high contrast line drawings
- color laser copies - can be made from photographs, slides, or small-scale original work
- photographic prints

Reprographic centers such as Charette and Kinko's can offer advice on the best way to reproduce your work.

Many people prepare their portfolios using digital technology. This is an efficient and economical way to produce a portfolio if the necessary computer equipment is easily accessible to you. Scanning original drawings, photographs and slides is an alternative to more traditional reproduction methods. Desktop publishing programs such as Pagemaker and Quark are extremely useful for portfolio design and layout. Color laser printers allow many copies to be printed at a lower cost than many reprographic services charge.