

WANNA MAKE AN ART PORTFOLIO?

Art School? Just in general?

Each school/person has different requirements AND preferences. You need to think about who you are showing your portfolio to EVERY time you show it. This is like a resume. You tailor the portfolio to the preferences needed. Some schools are geared towards technical and some conceptual. Do your research ahead of time so you can be prepared with a portfolio appropriate for the institution or person. If you are unsure, unprepared or need a portfolio that works for both you can make a general one that is safe and will cover technical AND conceptual.

There are many forms portfolios can take. They can be analogue with actual artwork And/or digital through a slideroom. They all ask for different things. Titles? Size? Media? So gather what is required and CAREFULLY read and follow the directions This is the first thing they notice about you. Can you follow instructions.

Choose your artwork. 10-20 images is usually standard (but varies based on the preferences)

Choosing artwork is dependent on who you are and what you want to be.

Should show personal voice. You can play it safe and do a typical breath (which means a wide range of approaches and media) OR can show a solo pursuit like a solo concept or media (great for an AP concentration). Both should show a personal voice with concept and some risk taking. Note: Only showing observational drawing might work well for some schools but NOT for others. To be safe you should show both, unless the school is clearly a school looking for conceptual work. Schools that are more competitive look at A LOT of observational work. So concept, personal voice and risk taking sets you apart from the rest.

How are you choosing to document the work? Process photos are nice. Be professional. NO glare on the art, no shadows. Should show the artwork as close to the actual artwork as possible. Small digital enhancements are OK. Big are NOT OK. Remember good lighting (watch warm vs cool lighting)

Be consistent. How are you curating the portfolio? What is the order you are choosing to show the work in. (strong, weak, strong?)

Artist statement/statement of purpose:

Who are you as an artist?

Why do you make work?

What inspires your work?

Use your own voice.

Proofread

Sketchbook (concept, research, writing)

Research: contemporary artists, feedback and critique, follow your interests, write about your work, take risks

How are you documenting your work? What makes the work look professional? Actual hard copy artwork needs to be presented in a contained, quick and efficient way. Maybe that means its in a portfolio. Maybe your work shows well on an ipad or a chromebook on powerpoint slides that you can quickly flip through. Actual artwork if an appropriate size is ideal. Anything around 36" is too big and should be photographed. Should you matt or frame your art?