DIGITAL BADGES PORTFOLIO PREP
APPLYING TO ART & DESIGN COLLEGES? WORKING ON A PORTFOLIO?
WONDERING WHAT TO INCLUDE?

Work with professionals to document, edit, and refine your portfolio to tell a complete story and present your work in the best way possible. Use the projects below to help track your progress as you compile your portfolio, receive feedback, and continue revising your work. Plan to bring along work samples and get tips and feedback to help prepare you for National Portfolio Day held at the Jacob Javits Center on Sunday, November 16, 2014.

Go online to DesignPrep.CooperHewitt.org to complete each project.

PLAN – OCTOBER 29

What is the purpose of a portfolio and how can you create a strong portfolio? Divia Padayachee of Yeh Ideology, a Design, Strategy & Innovation Recruitment agency, will take you through the building blocks of a portfolio and how elements combine to create a complete story. Begin to look at your work objectively and consider the qualifications a reviewer might use to measure your work.

Project: Using the information from Divia’s presentation and the following “roundtable” discussion, think about the audience for your portfolio and determine 2-3 key objectives your portfolio should accomplish or demonstrate. Write your objectives using full sentences in the submission box below. (Approximately 2-4 sentences).

DOCUMENT – OCTOBER 30

Creating great art and design pieces is only half the work! Good photography can make or break a portfolio, so take some pointers from a professional on how to light and shoot your work. Maris Hutchinson, head photographer at EPW Studio, a boutique photography studio dedicated to the documentation of fine art, will demonstrate the basics of lighting and shooting your work properly to ensure you get the best images. Practice with basic editing software to crop and save images properly.

Practice the techniques Maris demonstrated at home and shoot some of your portfolio pieces. Upload 3-4 of your best images from your photo shoot in the submission box below. (Upload a .PDF document with multiple images or crop your examples to fit onto one .JPEG image).

REVIEW – NOVEMBER 12

Review your body of work with professional artist and design mentor, Victoria Ferber, to identify the strengths and weaknesses in your current portfolio. Learn to look at your work through the eyes of an admissions officer. What strengths are you demonstrating? Where do you see “holes” in your presentation? Consider where you might want to add pieces or strengthen your portfolio. What is successful? What do you think is missing?

Project: Identify one strong element of your portfolio and describe it in the submission box below. Also list a skill or element you would like to add to your portfolio in the near future. (Approximately 2-4 sentences).

For more information about DesignPrep and opportunities to get involved, please contact: Halima Johnson, Youth Programs Manager, at 212.849.8327 or JohnsonH@si.edu
STRATEGIZE – NOVEMBER 13
Narrowed down your portfolio to the strongest 10-15 pieces? Now what? Portfolios are constantly in flux and in order to take your portfolio to the next level of greatness it’s important to get feedback and advice from the people that matter. Talk to faculty and admissions officers to learn more about what your prospective colleges are looking for and how you can submit the strongest portfolio possible. Consider what schools and even what programs you are interested in applying for and determine how you will get feedback from each of them before submitting your college application portfolio.

Project: List at least 2 colleges you might want to apply to in the submission box below. Find out the application due dates and portfolio requirements (#of images, format of submission) for each school and list those as well. Will you get feedback at National Portfolio Day or another method? (Approximately 4-8 sentences).

PORTFOLIO DAY – NOVEMBER 16
National Portfolio Day is a great opportunity to get feedback on your portfolio from prospective colleges. This year National Portfolio Day will take place at the Jacob K. Javits Convention Center on Sunday, November 16. Attend the event and receive feedback on your portfolio from at least 2 schools. Keep track of the comments that you receive and develop a plan for creating changes or adding more pieces.

Project: Take a photo of you at National Portfolio Day AND write down one piece of constructive criticism you received during your visit. (Submit photos in .PDF and .JPEG formats. Write approximately 2-4 sentences in the submission box below).