PORTFOLIO PREP WORKSHOP

OBJECTIVES

Support student portfolio development for art and design school applications with an emphasis on AICAD schools. Reaching students at all levels of development from those who are just starting to think about colleges up to those who are applying this year. Emphasis on storytelling though editing, not necessarily creating new work, in order to prepare students for National Portfolio Day on Sunday, November 16.

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

Wednesday, October 29 2014 04:00–06:00PM  Plan

What is the purpose of a portfolio and how can you create a strong portfolio. Consider the building blocks of a portfolio and how elements combine to create a complete story. Former DesignPrep Scholars show samples of their college portfolios.

4:00PM Arrival – As students arrive they are each given a different reviewer or audience, (Fine arts teacher, chair of the fashion department, dean of architecture at Cornell, etc.) imagine you are in that role, what are you looking for. This exercise is to get students thinking about their work from an “outside” perspective.

4:30PM Intro – Halima Johnson introduce DesignPrep and overall program to students. Ask for some feedback/shout-outs from the prep activity.

4:45PM Talk – Presentation by Divia Padayachee from Yeh IDeology. Talk with students about the strategy and aim behind constructing a strong portfolio. Considering your audience and choosing portfolio pieces based on the skill, experience, or attribute it conveys. Discuss the programs available and some of the differences in the type of graduates that come from each of the schools. What level of technical training or theoretical exploration do they focus on?

5:00PM Share and discuss – Former student shows a portfolio example and talks about their work/process of applying. And using student work as examples Victoria Ferber leads “roundtable” discussion on preparing for National Portfolio Day students ask questions and can cite their own work or examples as part of the discussion.

Project: Students identify 2-3 key objectives want to convey with their portfolio utilizing insights and resources introduced during the session.

Thursday, October 29 2014 04:00–06:00PM  Document

Rules for how to light and shoot work properly to ensure the best outcome as well as how to edit using basic Photoshop or editing software. Details on how to save it and name it. Initial demonstration to the whole group followed by small groups at a time shoot some of their art pieces while others work to edit portfolio pieces with mentor assistance.

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
4:00PM Arrival – Students complete project from last session, clarifying their objectives. Begin to pull their portfolio pieces based on their criteria, identify the strongest pieces.

4:30PM Demo – Maris Hutchinson demonstrates the way to properly light and shoot pieces of art (2D and 3D) in order to capture good images. Show examples of a professional setup and give tips for an adapted version that would work for students at home. Show basic post-production to crop and color correct images digitally.

5:15 PM Work – Students work with Maris to practice shooting in small groups and other students experiment with photo editing on laptops with the assistance of Victoria and CH staff.

**Project:** Shoot 3-4 pieces at home using the photography skills learned.

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Student photos are reviewed and highlight successful photographs as well as pieces to work on. Students work with mentors to develop a ‘story’ for their work and identify the key objectives or strengths to convey.

4:00PM Arrival - Students show off shots of their work taken during off week. Continue editing hardcopies and selecting pieces for portfolio. Working digitally editing and adjusting digital images.

4:30PM Intro – Victoria reiterate the goal and strategy behind the portfolio structure. Students look at rough portfolio pieces and layouts. Consider various arrangements, their strengths, and what are they missing.

5:00PM Work – Students work with the guidance of Victoria and Maris to improve the strategy and documentation for the structure of their portfolios.

**Project:** Finalize pieces for your portfolio and identify “holes” where you want to add pieces or strengthen your portfolio.

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Based on feedback and mentor contributions students edit their portfolio down to the strongest 10-15 pieces. Discuss with students what to expect at National Portfolio Day and how to take any advice and criticism they receive in order to improve their portfolio without becoming discouraged.

4:00PM Arrival – Students work on outstanding “projects” from the previous sessions.

4:30PM Strategy – Discuss in-depth what to expect from the National Portfolio Day, and share strategies for getting the most out of the experience.
5:00PM Work – Students determine their personal strategy for getting their portfolio reviewed and receiving feedback at Portfolio Day and beyond. Work with Victoria and CH staff to talk through, refine, and finalize portfolio.

Project: Research at least 2 schools that you want to apply to and note the due dates and the portfolio requirements for that school.

| Sunday, November 16, 2014 | 04:00–06:00PM | National Portfolio Day |

Attend National Portfolio Day at the Jacob Javits Center and receive feedback from at least 3 schools on your portfolio. 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 OR write down one piece of constructive criticism you received during NPD and how you plan to improve OR list the schools you talked to at NPD.