

GUIDELINES FOR PORTFOLIO SUBMISSIONS

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There are four categories we consider summarised as follows:

Enquiry and Visual Research

- shows the level of your engagement in intelligent, structured visual enquiry and how well you communicate this.

Idea Development and Material/Technical exploration

- shows your ability to appropriately explore and develop ideas, and your level of skill in the use of materials or techniques.

Critical judgement, Selection and Resolution:

- shows how well you judge which ideas have most potential, and your ability to bring them to a level of completion

Contextual awareness

- indicates the extent of your knowledge of the subject.

How the content of a portfolio provides evidence for these categories will vary enormously depending on the person and the subject, and no two portfolios will be the same. We do not want to be overly prescriptive, but we do want to have a clear idea of you – the artist.

In order to help show the process of production, we really love sketchbook work, visual journals, etc (as long as they are not just scrapbooks). Keep in mind that such work would need to be incorporated into your portfolio, and not submitted alongside it. What is important is that your portfolio be well prepared and edited, and appropriately presented so that the judges can easily make their assessment. How thoughtfully you prepare your portfolio adds to the overall impression we get of you and your work.

Looking at the assessment categories above, it is clear that your portfolio will need to include initial research/ investigative work and examples of how you explore ideas as well as examples of finished work. On the whole, we put greater emphasis on the evidence of your visual curiosity, idea generation and exploration and your energy, engagement and contextual awareness than we do on high-level technical skills and finish, but if you can demonstrate them all, so much the better.

If you have lots of high quality work, include it. Show you have a breadth of talent, and are hardworking and committed. Select your best. Key gems can show you know what you are good at, and how to show it. Resist

the temptation to pad out your portfolio with mediocre work.

If you can draw well, let us see how well and in which situations – drawing ability is highly valued and is useful in so many ways. If drawing is not your greatest talent, show how you have discovered and developed other ways of visualising your ideas: ingenuity and perseverance are also valued.

Work carried out on your own initiative, beyond the demands of whatever curriculum you have been following, is important. Self-driven motivation shows us your personal vision, commitment and interests – all are vital ingredients in the world of work.

Because of pressure of time, extensive written work is unlikely to be read, so keep any annotations succinct. More show, less tell

On a practical level:

- Make sure your name is clearly and securely on your portfolio.
- Do not send additional rolled up work.
- Avoid excessive numbers of similar images; present a limited selection of such work to demonstrate variation or development.
- Large, three-dimensional work should be presented in photographic form; be careful with lighting, focus and composition.
- You can include team-based work as long as you make it clear what your specific contribution was.
- Do not send digital files.
- Where possible, send original work rather than photocopies.
- Please submit an A2 portfolio of not more than 12 double-sided pockets that are all the same way up. This will make 24 sheets in all.
- Do not make tiny photocopies and cram them all onto one sheet to 'add' to the portfolio.
- Make sure there is a progression going through the portfolio from one sheet to the next, and that each sheet is clearly titled.

Your portfolio is your ambassador. It must 'speak' for you, and suggest some points for discussion to the judges, should you all meet.

Good luck.

