


PORTFOLIO HOW-TO



**PACIFIC
NORTHWEST
COLLEGE OF
ART**

**HOW
TO
CHOOSE
WHAT
TO
INCLUDE**

A large, bold, yellow question mark is positioned in the background, partially obscured by the text. It is centered vertically and horizontally, with its top curve reaching the top of the frame and its base resting near the bottom of the text.

YOUR PORTFOLIO IS YOUR BEST OPPORTUNITY TO SHOW US WHO YOU ARE AS AN ARTIST OR DESIGNER.

Show us the work that is **UNIQUE** to you,
work that showcases your ideas,
imagination, and willingness to experiment.

We're looking for **POTENTIAL**. You'll be able
to give us insight into your point of view and
your personal story.

WHAT WE WANT TO SEE:

ANIMATION / CHARACTER DESIGN

ANY DIGITAL PROJECTS

DRAWINGS FROM LIFE

FILMS / VIDEOS

GRAPHIC DESIGN / UX / UI

INSTALLATION BASED WORK

PAINTINGS

PERFORMANCE ART

PHOTOGRAPHY (FILM OR DIGITAL)

SCULPTURES

SOUND ART / AUDIO FILES

CREATIVE WRITING SAMPLES

SKETCHBOOK PAGES + MORE!

CORE SKILLS



(drawing)

INCLUDE A RANGE OF YOUR BEST WORKS FROM BASIC TO EXPERIMENTAL

CORE. Include pieces that demonstrate core skills such as drawing, emphasizing composition, contour, gesture or life drawing.

EMPHASIZE. We want to see the work that you feel most strongly about. Show off the work that shows your talents and passion.

QUALITY. Be sure that the work you include is executed to the best of your ability.



EXPERIMENTAL

(mixed media, video)

EXPLORE. Show us your multidisciplinary, boundary-pushing experiments. Your freedom in exploring various mediums and subject matters is powerful.

BE FEARLESS. When you show us that you are willing to take risks, we know you are ready to challenge yourself in art school.

CREATE VISUAL IMPACT. The images have to speak for themselves as you won't be able to be there to talk about them as your portfolio is being reviewed. Choose works that pack a visual punch.

EXPERIMENT. Do you make sound pieces? Performance? Experimental video? VR environments? We want to see or hear them. PNCA has programs that let you explore all kinds of experimental art practices.

NOTES AND BOLLTS

You'll need to submit 10 to 15 images or files of your best recent works.

PNCA accepts portfolios digitally. You'll submit your work online. Before you upload files of your work as part of your application, gather this information for each piece:

Title

Medium

Dimensions (2D/3D artwork)

Duration (measured in minutes for work such as video)

(For internet-based projects, submit a screenshot or the URL.)

LEVEL UP

THE POWER OF THE EDIT


Making more work and taking more photos than you need for your portfolio gives you the luxury of choosing not only your best work, but work that tells your own story as an artist.

Give yourself time to edit your portfolio selections. Be fierce about cutting work that doesn't show you at your best.

TAKE GREAT PHOTOS TO MAKE YOUR WORK SHINE!



The key to great photos of your work is lighting. A wall or table near a window on an overcast day can offer clean, even light for crisp photos with accurate color. They don't have to be fancy, they just have to show the work well.



WHEN I BEATBOX, THE ONLY THING I FOCUS ON IS

THE MUSIC THAT I'M SPEAKING.

HOW DO WE EVALUATE PORTFOLIOS?

The review committee evaluates work on conceptual content (the ideas that the work is dealing with or representing), design and composition, originality, technical skill, and creative potential.



GET FEEDBACK

Getting feedback from peers and from your art teacher can help you make a stronger portfolio.

Attend a National Portfolio Day near you where representatives from art schools all over the country offer honest feedback on your portfolio. They are free and open to the public.

WHAT ELSE CAN I DO TO GET READY TO APPLY? **PRE-COLLEGE**

Attend a PNCA Pre-College session for high school students. It's the best way to see what art school is really like. As part of Pre-College at PNCA, you'll be able to get feedback from an admissions counselor about what you are thinking of including in your portfolio.

For more information, visit
ce.pnca.edu/pre-college



QUESTIONS?

**If you have any
questions about what
to include, contact us
in the Admissions Office
at **503-821-8972** or
admissions@pnca.edu**

**APPLY:
PNCA.EDU/APPLY**