

PORT- FOLIO

SUBMISSION BRIEF FOR ENTRY INTO THE

NCAD

2012



**NATIONAL COLLEGE OF ART AND DESIGN
COLÁISTE NÁISIÚNTA EALAÍNE IS DEARTHÁ**

A RECOGNISED COLLEGE OF UNIVERSITY COLLEGE DUBLIN
COLÁISTE AITHEANTA DE CHUID AN CHOLÁISTE OLLSCOILE, BAILE ÁTHA CLIATH

Portfolio Submission Brief

This is the fourth year of the National College of Art and Design Portfolio Submission Brief. The main purposes of the brief are to create:

- Fairness by providing an equal opportunity for all candidates to address the same topics of enquiry.
- Clarity by removing doubt as to what is required in order to gain entry to the National College of Art and Design.

The brief clearly outlines the expectations of visual study at third level in the identified terms of volume, quality and intensity of work.

The brief tests the candidate's abilities over a number of clearly identified criteria, and is designed to encourage the structured development of a cohesive body of work.

The brief provides opportunities for candidates to demonstrate individuality within a framework. This is intended to be a good indicator as to how they might be expected to perform at third level, where similar structures prevail.



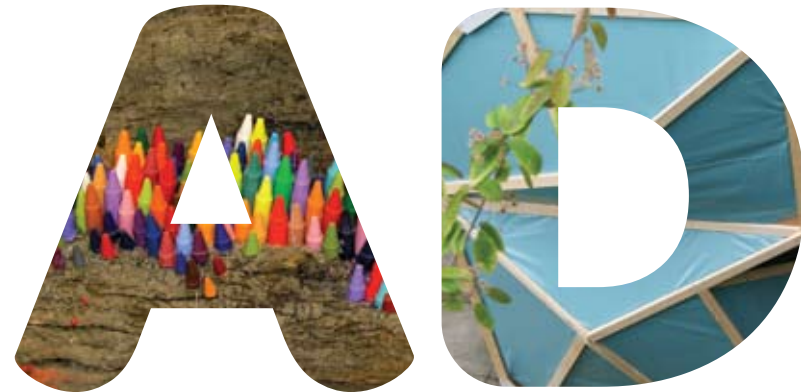
In 2012, applicants to CAO Course Code AD111 in NCAD must submit a portfolio to:

The National College of Art & Design
100 Thomas Street
Dublin 8

by 4.30pm on Friday February 3rd, 2012

Applicants must also have applied prior to 1st February to the Central Applications Office. You should consult the current CAO Handbook which is available online at <http://www.cao.ie/>

Course AD111 is a restricted course and late applicants cannot be considered.

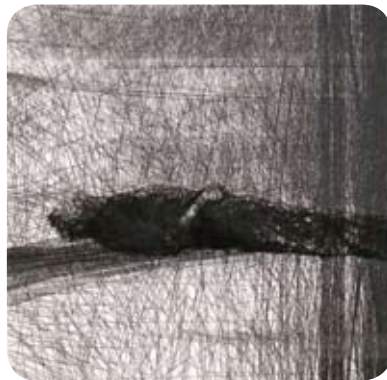


PRESENTATION

PORTFOLIO PRESENTATION

- The portfolio must be attested to by the School Principal or Art Teacher or another responsible person (not a relative), as being the applicant's own work.
 - Each individual applicant's work must be presented flat and contained within one portfolio cover.
 - Items submitted separately cannot be accepted.
 - Portfolios must be carefully marked with the applicant's name and address on the top left-hand corner both inside and outside.
 - Individual pieces in the portfolio must also be marked with the applicant's name and address, including any sketchbooks. It must be securely packaged, but easily opened and resealed.
- No work framed in glass will be accepted.
 - Do not include any material that could leak out, burst open, or be hazardous in any way.
 - A1 or A2 white sheets of paper or similar lighter materials are adequate for presenting work, but avoid using heavy boards, sugar paper or mounting work on both sides.

N.B. Portfolios in excess of 10 kilos will not be accepted. If sound or moving images are included in the portfolio, please see our guidelines on formatting digital files on page 11 of this brief.



GUIDELINES

GUIDELINES FOR THE PORTFOLIO SUBMISSION BRIEF

This brief is thought-provoking and challenging across a number of key areas. It rewards evidence of curiosity, visual questioning and sustained enquiry.

The Brief focuses on 3 aspects of Visual Enquiry:

1 Observation

The process of actively looking. That is: noticing, describing, analysing - trying to visually unravel, record that which you see, hear or notice.

2 Creative Process

The exploration or invention of new possibilities, based on aspects of observational research.

3 Invention & Problem Solving

The opportunity to solve specific problems of a practical nature, to produce work which relates directly to your environment or personal circumstances, or to demonstrate your skill in working in three dimensions across a range of media and methods.

Visual Notebook

In addition you must maintain a visual notebook, which should underpin your ideas as they develop. The notebook should be essentially visual but can contain written elements where necessary as explanation. The notebook should record your incidental ideas / thoughts / notions which arise during the period of time working on the brief. Please see our glossary of terms on page 11 of this brief for further information on visual notebooks.



The brief continues...

SECTION A

OBSERVATION

EXERCISE 2

A Choose two items from your mind-maps and get a physical example of them. Place each of these two items into an environment or context where you would not normally expect to find it.

Make observational studies of the items in these new contexts.

Required: 1 sheet of studies for each of the two objects.

Total: 2 Sheets

B Return to the mind-maps from exercise one. Take apart or carefully dismantle any two of the items.

Visually record (through any medium of your choice) all of the pieces arranged in 2 new ways such as stacked, pushed in a corner, hung, floating – or according to criteria such as material, colour, size or weight.

(Components from items can be mixed together or kept separate).

Required: 1 sheet of studies for each arrangement.

Total: 2 Sheets

C Consider one of your mind-map items under 2 different conditions. These conditions could be physical (e.g. compressed, dried out, soaking wet, expanded, heated). They could also be visual (e.g. under bright light, in deep shadows, coloured light, through a magnifying glass).

Make observational studies of the item under these conditions using a range of untypical / alternative media (e.g. needle and thread, collage, clay, moving image).

Required: One sheet of observational studies for each condition.

Total: 2 Sheets

Total required work for Section A: 10 Sheets

Still photography and moving images can be used to describe, explain, record and invent within this exercise. Any 3D work should be photographed, with prints included on sheets related to the exercise. If sound or moving images are included in the portfolio, please see our guidelines on formatting digital files on page 11 of this brief.

The brief continues...

SECTION B

CREATIVE PROCESS

Look again at the themes for the brief, and the mind-maps you've made. Think about the possibilities if any two of your items (chosen from different mind-maps) were to interact, borrow from or influence each other.

For example: what is the visual or physical result of a machine item becoming a garden item? Can a container item be an organism item? How? There are no 'correct' answers or expected responses. We would like to see what you come up with.

We would like you to deliver your ideas through what we call 'Ideas Worksheets'. Ideas Worksheets are a way of visually 'thinking out loud'. On a worksheet, we would like you to use drawings, diagrams and short notes to explain your ideas visually.

A good worksheet is one where your ideas are clear and understandable, without anyone having to explain in words what you have in mind.

We would like you to make two connections.

For example

A machine ←→ **garden**
(e.g. bicycle) (e.g. deck-chair)

Required: 2 worksheets

B organism ←→ **container**
(e.g. bee-hive) (e.g. loud-speaker)

Required: 2 worksheets

So what happens if a bicycle took on some of the characteristics of a deck-chair and vice versa? Remember the arrows work in both directions (a machine item becoming a garden item can be different to a garden item becoming a machine item)

These are only examples – you should come up with your own.

Total Required Work for Section B:
4 Worksheets

The brief continues...

SECTION C

INVENTION & PROBLEM SOLVING

This task presents you with problem solving challenges. Your work can be carried out in two or three dimensions, or it can be a combination of 2D and 3D processes and / or moving images.

Invent / demonstrate or illustrate AT LEAST ONE of the following:

- A** Record two places where there is a water's edge
- B** Illustrate two beginnings and two ends
- C** Use colour to record what you see on two different shelves
- D** Map an inside
- E** Invent four different ways to transport something that is on fire
- F** What is the opposite of a chicken?
- G** Invent a new way to awaken a sleeping person
- H** Disguise yourself
- I** Record four junctions
- J** Construct a head

Work can be done in any form or combination of drawing, collage, models and/or various media.

Presentation should be in the form of ideas worksheets showing developments from initial stages. Relevant and informative photographs of any 3D work should be included on the worksheets. Produce two worksheets for each task.

If sound or moving images are included in the portfolio, please see our guidelines on formatting digital files on page 11 of this brief.

Total required work for Section C:
2 Worksheets per task

Formatting for moving images / sound

Please ensure that all video or audio files play on Windows Media Player or Apple QuickTime Player. It is best to check the discs on a computer other than the one on which they were prepared. Digital work must be submitted on DVD or CD only. A maximum of two discs can be submitted. Total running time of each digital file must not exceed two minutes. Digital work must be clearly labeled and referenced in the body of the portfolio.

GLOSSARY OF TERMS

Visual notebook

A visual notebook refers to the concept of note making in a convenient, portable form. This need not be a "book" as such or it need not be just one. It could be a camera or a box, bag etc used in conjunction with a book. In other words any convenient device which allows you to note / record your observations and ideas.

Ideas/Worksheet

A worksheet is a larger format (A1 or A2) for accumulating visual information, ideas and experiments related to a particular theme or topic. Any medium or device can be used – drawing, collage, photographs, diagrams; whichever is appropriate (although written information should be kept to an absolute minimum). For convenience in packing, the worksheets should be essentially two-dimensional and therefore should contain photographs of any three dimensional information, experiments or developments.

Drawings

Any form of descriptive, explanatory, projective, reflective notation in a format or medium, which clarifies observation, enquiry and understanding.

The images used in this brief are the work of recent Core Studies students. These images may not be reproduced elsewhere without permission from the College.

CHECK LIST FOR APPLICANTS

Important: You must complete this section and attach it to the inside front cover of your portfolio.

- 1 I have completed
 - Section A (10 Sheets)
 - Section B (4 Worksheets)
 - Section C (2 Worksheets per task)
- 2 Each section is clearly labeled including any notebooks
- 3 I have included a computer disc.
 - Yes No
 - If yes, the disc is for
 - Mac PC
- 4 I have included notebooks associated with work on the brief

5 Work authenticated by:

Position

(ie principal, teacher, tutor, other)

Organisation

The brief ends here



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