

NCAD Portfolio Guidelines 2019

The Studio is essential to the NCAD learning experience – a vibrant hub where ideas are sparked, curiosity is cultivated and creativity flourishes...

...Your Place is Here.



WHAT IS A PORTFOLIO?

Tell us your creative story...

A portfolio is a collection of art and/or design work you have created yourself. It is an opportunity for you to showcase your ideas, your skills and your creativity. We want to see how your imagination can generate a rich and visually interesting body of work.

Building a portfolio will demonstrate your commitment to working through a process – from initial ideas and observations right through to thoughtfully researched and developed work.

We want to see more than your finished work... Show your process through notebooks, worksheets, sketch pads etc.

WHAT TO INCLUDE?

Work to your strengths! Whether you can draw, paint, sew, sculpt, mould, carve, photograph or prefer to experiment with video, moving images or other digital platforms, we are interested! Be creative and show us how can turn the ordinary into something special!

Include recent or current work. Your portfolio is a reflection of how you think and how you work now. Work completed within the last two years is relevant – whether undertaken independently or as part of projects for school-leaving or further education assessments.

Your **Notebooks** give us an insight into how you think. It is where you visually record ideas, thoughts and notions that occur when immersed in the creative process. Notebooks are not perfect. Use them to show us the problems and inventive solutions you encounter along the creative journey.

HOW IS MY PORTFOLIO ASSESSED?

Creative Enquiry and Visual Research

– Begin with gatherings. Show us how you observe the world around you. Visually describe, explain, record and invent through real-life observation.

Idea Development and Material/ Technical Exploration – Develop your ideas beyond the known or purely observed. Be playful, imaginative, experimental and inventive. We want to see how your research can produce new creative outcomes.

Critical Judgement, Selection and Resolution – Identify which ideas have the most potential. Take at least one of your creative proposals and develop it thoroughly to a level of completion. Show how your creative outcomes and solutions have evolved as part of the research process.

THINGS TO CONSIDER

Use primary sources. Show us you can make direct observations using a variety of media and drawing processes. Experiment with line, tone, colour, form and surface.

Mix things up! Your research should be visually rich, well-considered and show thorough exploration of ideas using a variety of material and processes.

Who or what inspires you? Use your notebooks to show an awareness of developments within the creative industries and your interest in individual artists and/or designers.

Think of the **narrative of your portfolio** and how it is composed. Organise your work sequentially to show the links between your observations, research and creative outcomes.

Be Brave! The portfolio journey can be a lonely one. Seek out a support network and look to family, friends and teachers for suggestions and opinions as you work.

Let your work speak for itself! Present your portfolio so as your work is visibly accessible - Between 10 and 20 A1/A2 or A3 sheets as well as at least 1 notebook.

HOW DO I USE THIS GUIDE?

The guide is designed as a resource to help structure your portfolio for presentation. Use it as a reference to help frame your work in a way that shows your creative thinking.

Looking for inspiration to get started? These suggested Guide Words could help trigger your imagination...

Navigation

Monument

Character

Struggle

Co-Ordination

Convergence

Diversion

Platform

Community

Guide Words can spark ideas, inform research and help to build a theme or narrative around your portfolio. Keep in mind that your portfolio will be assessed by each department you apply to. Focus your work so as it is relevant to your preferred department(s).

Unsure as to which area of Fine Art or Design best fits you? ...See reverse for information on NCAD Studio Departments.

AND REMEMBER!

For work completed in 3D, include high quality images and photographs with a note on dimensions and materials used.

If including sound or moving image, ensure all files are playable on Windows Media Player or Apple Quick Time. Total running time not to exceed two minutes.

For the safety of staff handling the portfolio, please keep weight below 10kg and do not include any glass or potentially hazardous materials.

Applicants resident outside of the Island of Ireland are invited to submit a digital portfolio. Please refer to the NCAD website for guidelines on digital submissions.

Be sure to put your NAME, CAO NUMBER and ADDRESS on your portfolio cover and label your individual sheets and notebooks.

Your portfolio should be visual
– Keep text to a minimum!



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FIRST YEAR COMMON ENTRY — AD101

**Drawing / Painting / Mark-making skills /
Direct Observation / Experimentation /
Ideas worksheets / Creative Notebooks /
Primary Sources**

Common Entry brings together a mix of creative minds. You will learn as much from your peers as from your tutors and lecturers. You will broaden your frame of reference, discover new potential and be guided as to which area of art or design fits your specific skillset.

Your First Year Common Entry portfolio should be inquisitive and deeply explorative. Using primary sources for inspiration, show us your fascination with the world around you. We want to see you combine your curiosity with observational, research and problem-solving skills to re-interpret your surroundings and develop new forms of visual expression.



GRAPHIC DESIGN / MOVING IMAGE DESIGN — AD102

**Communication / Problem Solving /
Design Briefs / Drawing and Observation /
Typography / Creative Notebooks**

Graphic Designers are excellent communicators. Your drawing skills are rich and vibrant, and you like to work from design briefs. Your Graphic Design portfolio should reflect your interest in communicating through design. You should show us your strong drawing and problem solving skills. Demonstrate how you can communicate by combining text and image to create an interesting aesthetic.

PRODUCT DESIGN —AD212

**Problem Solving / Concept Development
/ Idea Generation / Creative Notebooks /
Drawing and Model Making**

Product Designers are problem solvers for every-day life. You identify design flaws quickly and look to find a solution. You want to help people on a practical level and make the world a better place, one design at a time. Your Product Design portfolio should look at existing products and think how you could improve on their design. Challenge yourself to create a design solution for an everyday problem.

TEXTILES, JEWELLERY & OBJECTS — AD103

**Surface Detail / Texture / Colour / Finish
Assembly**

Students of Textiles, Jewellery and Objects are interested in the finer details. Textures, colours and surface quality fascinate and intrigue you. Your portfolio for Textiles, Jewellery and Objects should show your interest in detail and finish on items. You should explore how objects are put together.

ILLUSTRATION — AD217

**Imagination / Problem Solving / Creative
Thinking / Composition and Narrative**

Illustrators have rich and versatile imaginations. You solve complex design problems with great skill and make it look effortless. Your portfolio should be rich in various styles of illustration. How for example, would you illustrate one of the guide words? If you had a billboard to illustrate an idea, how would it differ to how you would illustrate the same idea on a postage stamp? You should focus on solving design problems.

FINE ART

— AD204

Individual Expression / Visual Awareness / Observation Skills / Subject Engagement / Imagination and Interpretation

Fine Artists are thinkers and observers. You see and interpret the world differently and have a highly individual visual expression. You may find that you work with both traditional and new materials and media. Your Fine Art portfolio should show an emphasis on visual awareness. You should look at your expression through forms of media and show engagement with your subject matter.

FASHION DESIGN

— AD211

Idea Generation / Body and Environment / Drawing and Design Skills / Colour, Texture and Line / Creative Notebooks / Design Samples

Fashion Designers have their fingers on the pulse. You know what trends are in vogue and you are ready for the next trend, before it happens. Your Fashion Design portfolio should focus on fashion. How does a piece of clothing look on a body? What lines does a moving figure create when wearing a particular garment? From where do you draw your inspiration?

INTERACTION DESIGN

— AD222

Digital Experience / Technology Engagement / Cutting Edge Design

Interaction Designers create intuitive and engaging digital experiences. Exploring the relationship between people and technology, your research will help predict user needs. Your ideas will inform future design concepts and technological developments that make for easy digital interactions. Your Interaction Design portfolio should show an element of problem solving, idea generation and a curiosity for how to engage with screen-based designs.

Your portfolio should be visual
– Keep text to a minimum!



Dates for Your Diary

NCAD Graduate Exhibition

9 – 17 June 2018

Portfolio Information Sessions

October 2018 – January 2019

(see NCAD website for dates)

NCAD Open Day

28 November 2018

CAO Closing Date

1 February 2019 – 5.15pm

Portfolio Submission Deadline

8 February 2019 – 4.30pm



**See reverse for information on NCAD
Studio Departments**