

NCAD - YOUR PORTFOLIO – YOUR WAY

Illustration Guidelines

The following guidelines may be used when applying to **Illustration**. Please note that these are simple guidelines to get you started on your portfolio journey and do not have to be followed.

If you do decide to follow them, we suggest that you come up with your own ideas for the guidewords.

Pick one or more of the following guide words to explore.

Expansion	Territory	Remnant
Departure	Encounter	Restriction
Gradient	Hurdle	Affinity

Can you illustrate some of these words to reflect what they mean, and also the opposite of what they mean? Can you create a story board around an **encounter**? Illustrate different scenes at a **departure** gate. Think of a classic board game and come up with a new way of illustrating the rules, **restricting** the amount of words you can use.

Your Portfolio will be assessed using the following criteria:

1. Research and observation

Research examples of Illustration that you admire and try to figure out what it is that you like about it. Is there a particular illustrator whose work you like? Why do you like it? Is it humorous, serious, fresh, current, classic or fantastical? Think about where you would find different kinds of illustration and who the audience is for each.

2. Creative ideas - outcomes of your research and observation

Using your research, generate lots of different ideas. Think of an illustration brief or briefs that you would like to complete and think about solutions to them. You do not have to bring them all to a conclusion, but you could consider what their conclusions would be. Think about how your style compares to other illustrators and what makes you stand out.

3. Developed creative work

This is where you select, develop and present at least one idea. How would you bring your ideas to a conclusion? We want to see how you solve your design problems and come up with visual conclusions through Illustration.

Creative Notebook

Your notebooks can show any extra project development like planning, thoughts and notes. They should be full of ideas from your Observation and Research stage, right through to your final conclusions. We are also interested in the designers that inspire you, the drawings that didn't quite fit in the portfolio or the hobbies, art, school projects or work experience that you didn't get chance to show. We would suggest that you try to get into the habit of bringing a notebook with you at all times so that you never miss a good idea.

For information on the practicalities of submitting your portfolio to NCAD, [please CLICK HERE](#)

Helpful Information

Throughout the year, NCAD runs several Portfolio Information sessions, workshops and clinics. These will be in November and January and will be clearly advertised on our website. These events are specifically designed by our expert portfolio assessment teams to help you with your portfolio. If at all possible, you should try to attend at least one of these events. These events are free but places are limited, so be sure to check back on the website regularly in order to book your free place.