

Dates for your diary



See reverse for information on NCAD Studio Departments

Portfolio Information Sessions → 2, 5 and 6 November 2019

NCAD Open Day → 27 November 2019

Portfolio Information, Workshops and Clinics → 9 January 2020

CAO Closing Date → 1 February 2020 — 5.15pm

Portfolio Submission Deadline → 7 February 2020 — 4.30pm

NCAD Graduate Exhibition → 6 — 14 June 2020



NCAD 2020

Your place is here.



The spectrum of contemporary art and design practice at **NCAD** runs from traditional techniques and crafts to digital art and digital design and everything in between.

→ Guidelines

NCAD DUBLIN

National College of Art and Design
A Recognised College of University College Dublin

What is a Portfolio?

It all starts with an idea... 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! If you can draw or paint or sew or sculpt, mould, carve, photograph, film, create, imagine, explore, or turn the ordinary into something special, show us! Be creative and excite us with your work!

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 as well as an interest in individual artists, art movements and/or designers.

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.

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.

Let your work speak for itself! Present your work so that 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.

- | | |
|-------------|---------------|
| → Expansion | → Territory |
| → Remnant | → Departure |
| → Encounter | → Restriction |
| → Gradient | → Hurdle |
| → Affinity | |

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 that 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 a standard media application i.e. MP4 or MP3 files. Save all digital work on a USB memory device and place it in your portfolio, clearly marked with your **NAME, CAO NUMBER and PATHWAY APPLIED TO** and mark it as digital work.

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

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

KEEP TEXT TO A MINIMUM!

YOUR PORTFOLIO SHOULD BE VISUAL

NCAD Portfolio Guidelines 2020.

Your place
is here.

→

For NCAD sample portfolios see:

<https://www.ncad.ie/study-at-ncad/undergraduate-year-1/portfolio-guide/portfolio-pathway-options/>

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FIRST YEAR COMMON ENTRY

→ AD101

EDUCATION & FINE ART or DESIGN

→ AD202

Drawing, Painting, Mark-Making / 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 lectures. 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 & 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. Show us your strong drawing and problem-solving skills. Demonstrate how you can combine text and image to create an interesting aesthetic that communicates a clear message.

TEXTILES, JEWELLERY & OBJECTS

→ AD103

Surface Detail / Texture / Colour / Finish / Assembly

Designers 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.

FINE ART

→ AD204

Individual Expression / Visual Awareness / Observation Skills / Subject Engagement / Imagination & 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 how you express yourself, explore a variety of media and engage with your subject matter. Original digital artwork is welcomed and encouraged within your Fine Art portfolio.

FASHION DESIGN

→ AD211

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

Fashion Designers have their finger on the pulse. You know what is in vogue and you are ready for the next trend, before it happens.

Your portfolio should be Fashion-focused. Think about how a piece of clothing looks on a body? What lines does a moving figure create when wearing a particular garment? From where do you draw your inspiration?

PRODUCT DESIGN

→ AD212

Problem Solving / Idea Generation / Concept Development / Presentation / Creative Notebooks / Drawing & Model Making

Product Designers are problem solvers for everyday life. You identify design flaws quickly and want 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.

ILLUSTRATION

→ AD217

Imagination / Problem Solving / Visual Language / Creative Thinking / Composition & Narrative / Engaging Aesthetic

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

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 elements of problem solving, idea generation and a curiosity for how to engage with screen-based designs.

NEW FOR 2020

This guide is kept deliberately short and open for interpretation. We want you to create: **Your Portfolio – Your Way**. If you need more guidance and support, please check out our website:

<https://www.ncad.ie/study-at-ncad/undergraduate-year-1/portfolio-guide/>

Where you will find further guidelines on how you might approach a portfolio for a particular department.

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