PORTFOLIO GUIDELINES

OVERVIEW
Your portfolio should be a personal narrative, describing your work and interests by demonstrating the way you think creatively and critically through design. The portfolio:

- serves in helping the Admissions Review Committee to assess your potential within a studio-based curriculum
- allows you to share how you work through and think through creative problems
- demonstrates the tools and media you use (drawings, diagrams, sketches, models, prototypes, writing, renderings)
- includes a selection of academic and professional work; or creative work developed on your own
- should represent an arc of your thinking, from idea to final project

WHAT TO INCLUDE

[PATH 3.0 APPLICANTS]
Path 3.0 applicants are not expected to demonstrate architectural or landscape architectural skills or techniques.

Develop your portfolio featuring a range of work completed for courses or other creative activities such as drawing, painting, graphic design, set design, sculpture, computer graphics, animation, furniture design, industrial design, fiber or textile arts, or other media pertaining to art, design, materiality and craft. You may also choose to supplement visual medias with less visually-based processes such as poetry or scholarly research, particularly if related to the constructed environment and/or design culture.

We are interested in how you synthesize ideas through drawing and other media – it is less important to be photorealistic. Works included can be abstract, gestural and/or exploratory.

[NON - PATH 3.0 APPLICANTS]
For those who are applying to any Path except for Path 3.0, applicants are expected to present a high-quality portfolio of work demonstrating the ability to pursue advanced study in design.

Projects should demonstrate your skills in making both digitally and by hand through a developed range of works at multiple scales. The work should present a rigorous and thoughtful research-based approach. We encourage you to include the design process – the iterative steps of design development that display your thought process, and not just the “final” products.

ORGANIZATION, FORMAT + SUPPORTING TEXT
Consider that the design of the portfolio is in itself your design statement. Let it express your personal aesthetics in a clear, concise and thoughtful layout that is legible.

[ORGANIZATION]
Work is often arranged in chronological order, but projects can also be organized around thematic links such as material explorations, environmental concerns, site/geographic conditions, scales of investigation or research inquiries.
We value the quality of the work over the quantity of the work. Do not attempt to include a totality of your work or too many pieces in your portfolio. Rather, use only your best pieces. A typical portfolio should highlight around 5-8 projects. In addition to limiting the number of projects, avoid attempting to present everything you did on a single project. Instead, be selective in the presenting the strongest aspects of your project that showcase concept, development and refinement.

The portfolio must be:
- No larger than 15MB
- Designed and formatted for on-screen viewing; Portfolio will not be printed for review
- PDF format
- Around 20 pages or 10 spreads
- Formatted to horizontal (or landscape format) for better viewing on a computer monitor or digital screen

For each project or piece included in your portfolio, include supporting text as follows:
- Title/Name of the work
- Year and/or semester that the project was completed (as applicable)
- Brief project description
- Brief explanatory text caption or description that explains the work’s context and purpose; Explain whether the project was academic (if so, include course number and instructor name), produced in a professional office, or was a personal undertaking. Also indicate your contribution to the project (if it is a group, team or collaborative project/effort).

Examples:
- 10-minute sketch for Drawing 2000, Professor Smith
- Photographic Essay titled “Urban Cinematic Space” completed during personal travel to Hong Kong
- Site Plan for Landscape Architecture Studio 300, “Novel Ecologies” taught by Professor Brown
- Exterior rendering of museum proposal, completed as intern at ABC Design in Seattle (part of 5-person design team, individual author of digital rendering completed for competition)

ADDITIONAL RECOMMENDATIONS
- Be mindful of demonstrating creativity as a form of critical thinking and not simply something that appears ‘artistic.’
- Avoid photographs of landscapes and/or travel as examples of your creative work. You may include photography but consider the subject matter as a design statement and show us how you employ the media creatively and experimentally.
- Do not overpack pages with images and text that are too small to read. Control the visual hierarchy on the page for readability. Limit layouts that reduce the readers need to have to scroll excessively across a page.
- Balance 2D graphics with photographs and imagery of models, prototypes or 3-dimensional works (both finished and study/process models) where possible.
- Be succinct and straightforward in your text descriptions.