

# SCHOOL OF ARCHITECTURE

## Portfolio Submissions

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### *"A Working Portfolio"*

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- Your portfolio should demonstrate the way you think creatively through your work, as an individual and, if applicable, collaboratively with others
  - How you see the world
  - Topics you are taking on, what you are interested in. Examples from previous submissions are:
    - Poetry
    - Science papers
    - Economic abstracts
    - Design work
    - Built work (design-build projects of a variety of scales and scope)
  - You should be sharing how you use your *voice* as a creative individual
  - Be mindful of demonstrating creativity as a form of critical thinking and not simply something that appears to be “artistic”
- Portfolio as a process
  - Your portfolio should be a comprehensive synthesis of your skills.
    - This should not represent a totality of your work. It should represent an evolution of your thinking process over time. Think of it as showing an arc of thinking, from idea to finalized project.
      - What tools or equipment did you use?
      - What generations did your project go through before you came to the final product?
    - Highlighted should be:
      - Evidence of critical/creative thinking
      - Demonstration of processes of visualization
      - Questions of space, form and materials
      - Process of constructing and assembling an idea
  - Avoid including too many projects or items in your portfolio
- Format
  - Typical portfolios highlight 5-10 projects, organized as chapters
  - The projects may have a thematic link, or are organized under a topic
  - Each chapter has a short description to orient the viewer, and utilize legends throughout to illustrate drawings
    - For example; each piece should have minimal text that includes
      - Title/Name of work

- Circumstances under which it was executed (for example, if it was created as a group endeavor)
    - Medium and size
    - Short project description
  - Look to publications on ISSUU, design magazines or other materials for inspiration
- Avoid Gimmicks
  - Limit extraneous graphic information
  - Do not give running commentaries or lengthy descriptions
  - Be straight-forward in your presentation
- Items to consider
  - Landscape or portrait, relationship of the verso v. recto pages
  - Physical size: 8.5 x 11, 8.5 x 14, 11 x 17
    - (8.5 x 11 recommended)
  - Binding
  - File size – (Application can hold no more than 15 MB)
  - Full page bleed and spread frame
  - Compositional consistency
  - Typeface, size, weight
  - Clickable links (if you have work located elsewhere that we should be viewing, e.g. animation work)
  - Maintaining an implicit structure that your reader can understand
- Designing Your Readers Experience
  - Think about how you want your reviewers to go through your work. How you design that sequence is as important as the content
  - First page and indexing
    - How is the initial presentation grabbing your reader?
    - How are you organizing your work and bringing us through your process and way of thinking?
      - Chronologically (typical)? Material explorations? Other unique dimensions of your work?
  - “Embrace iterative processes” – There are multiple ways of addressing a problem, show us how you approach those issues.
  - Control the hierarchy on the page. Have an intention of what you would like the viewer to focus on or see first.
  - Be sure to design pauses on the page – don’t pack each page full of images and graphics
  - At the UVA School of Architecture, our main goal is to get an understanding of how you work, and your portfolio is evidence of your process and results. Even less-developed work that is an important part of your process is good to include as long as it is presented rigorously (e.g. sketches on napkins, doodles, etc.)



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