

PORTFOLIO HELP / **COMMUNICATION AND GRAPHIC DESIGN**

A **Portfolio** is a storytelling board to present the applicant's body of work to the Course Leader when applying to the program. Portfolios are meant to exhibit the best works the applicants developed throughout their studies (academic, professional, or amateur ones), to present their competencies, their style and their potential.

TWO-YEAR MASTER OF ARTS IN **COMMUNICATION DESIGN**

*Academic Diploma Level II - in English / Italian languages
120 CFA (1 CFA = 1 ECTS)*

SIZE: A maximum of 10 pages.

SKILLS: Basic knowledge: Adobe Illustrator, Adobe Photoshop, Adobe InDesign.
Additional knowledge: Ability to produce texts and to layout.

WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?

It is important to show your technical skills and expertise.
If you have a Graphic-related background: you may focus on photo-editing, vector graphics, and/or digital or paper layouts.

If you have a Humanities-related background: write an essay related to your graduation thesis, or your research projects, published papers or digital articles (always reference your sources!), or strategic communication projects.

If you have an Economics-related background: present some past projects for which you have developed strategic communication and marketing plans, market researches, business plans and target analysis.

ACADEMIC MASTER IN **CREATIVE ADVERTISING**

*Academic Master Level I - in English / Italian languages
60 CFA (1 CFA = 1 ECTS)*

SIZE: Select 8 to 10 projects that you developed in the past 3-4 years, for a maximum of 20 pages.

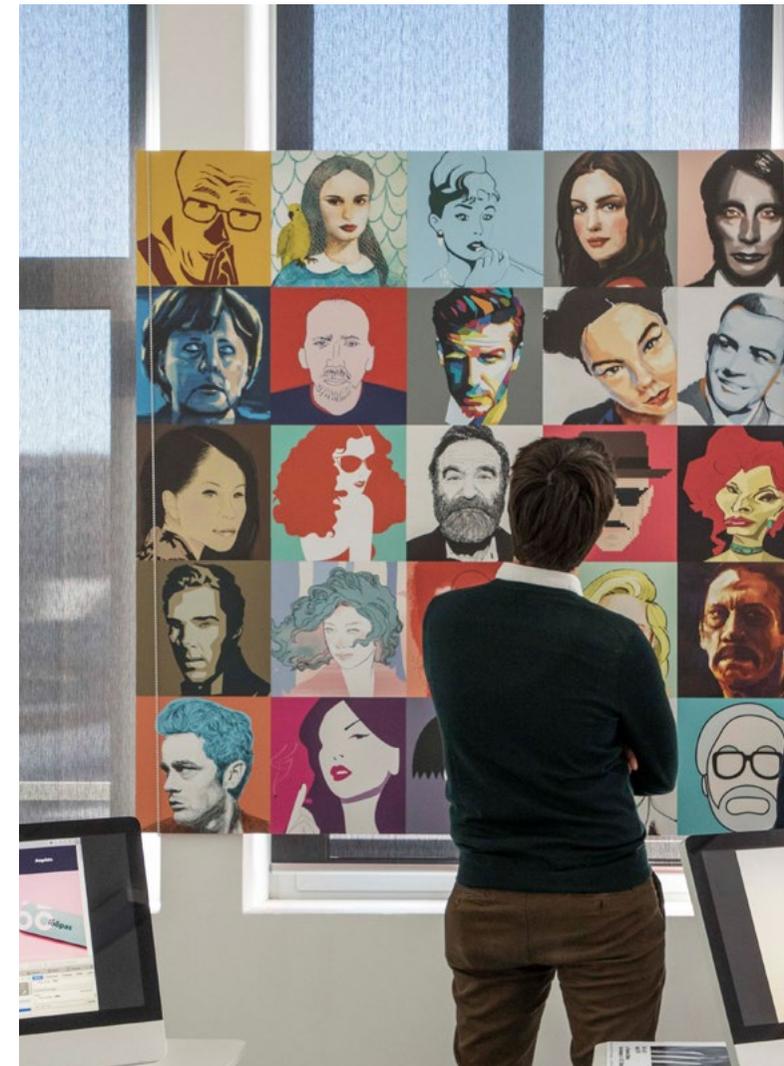
SKILLS: Basic knowledge: Adobe Illustrator, Adobe Photoshop, Adobe InDesign.
Required knowledge: Ability of Design-Thinking.

WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?

Include storyboards, drawings, sketches and more generally any project that shows your development of the aforementioned skills.

You must include a brief description of each project.

If the project is a video, select the most representative screenshots and provide the link to see the full video.



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1 / COVER PAGE

Provide your first and last names and a brief definition of your profession (e.g. Fashion Designer, Graphic Designer, etc.).

2 / INDEX

It is necessary to identify the main criteria (e.g. chronology, theme, content, etc.) that you used to develop the Portfolio and to present your work. The Index is essential to show the coherent structure and organization of your Portfolio.

3 / STATEMENT OF PURPOSE

This is a brief declaration of intents, to communicate your artistic and professional goals, in a broader and long-term perspective.

4 / CV

The CV/resume is more concise and focused on your own competencies (software, languages, etc.) and experience (academic and professional) in the field you want to apply for. For **Visual Arts**, you may add a list of exhibitions, galleries, published pieces and competitions you took part to or the awards you won.

5 / PROJECTS

QUALITY OVER QUANTITY. Your Portfolio is the result of a series of choices you make by selecting which piece to include and not to include. Remember that it is always best to present fewer pieces, keeping the quality of your work high, rather than presenting a long Portfolio, composed of too many, low-quality elements.

VARIETY. It is best to show a variety of skills and approaches, and your adaptation to projects that show the use of different techniques. In case your body of work includes projects coming from different areas of study, start off your Portfolio with the area that you are applying for, and then include the remaining projects if you have any room left.

CONCEPT. Remember to always introduce the project with a brief description that presents its contents.

GROUP PROJECTS. You may include group projects in your Portfolio, but remember to highlight which part of the project is your work.

6 / CONCLUSION

Remember to thank the audience for taking the time to read your Portfolio, to leave them on a positive note. Also, you must include your contact information (email and personal website if available) in this final section.

GENERAL TIPS:

LAYOUT: choose a simple yet organized layout, which must be well defined and constant throughout the whole Portfolio.

STYLE: it must be the same throughout the whole Portfolio, from the graphical structures, to the colors, to the font, etc. Every stylistic choice will represent your personality (e.g. vintage, fashion, pop, minimal, classic, etc.).

IMAGES: photos and pictures must be in high definition (minimum 300 dpi) and black&white is allowed only for project-related images.

HONESTY: be real about your competencies and skills, since NABA Course Leader will refer to your Portfolio to evaluate you and to understand your strengths and weaknesses.

ERRORS: do not underestimate typing errors and remember to always double-check for spelling mistakes.

LINK: make sure every link in the document works.

FORMAT: the file format should be a non-editable PDF.

LANGUAGE: make sure you are using the same language of instruction of the program you are applying for; if you are applying for the English track, your Portfolio must be in English; if you are applying for the Italian track, Your Portfolio must be in Italian. In either case, you must show your proficiency in the language of instruction.

ADVICE: do not be afraid to ask people you know (friends, colleagues, faculty, mentors, etc.) for a feedback on your Portfolio before submitting it with your application.

PLAGIARISM: Applicants should not submit copied works. Penalty for copied material or plagiarism is the nullification of the application.

