PORTFOLIO HELP / **VISUAL ARTS**

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
VISUAL ARTS AND CURATORIAL STUDIES

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

SIZE: Select 5 to 10 projects, each project's presentation should be no longer than 2 pages.

SKILLS: For applicants interested in the Visual Arts field, technical skills based on the means of expression chosen by the applicant.
For applicants interested in the Curatorial Studies, good critical thinking and writing skills.

WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?

For **Visual Arts**:
choose one image to represent each project (focusing on its composition) and add a short technical caption to each image (must include: size, year, technique etc.) completed by a brief description of the work (a maximum of 5 lines). Use font size 10 or 11. If you wish to include video-based projects, select some screenshots for the Portfolio and include the web link to see the whole video in the description.

For **Curatorial Studies**:
you may choose some review essays of your own or some already existing essays (online articles, magazine pieces, press conferences, etc. – remember to always source them!) or you may develop essays specifically for your Portfolio that show your critical thinking skills (e.g. reviews of exhibitions, of an artist or artistic movement, or press tours, etc.).
You may develop the essay based on your bachelor graduation thesis.

ACADEMIC MASTER IN
CONTEMPORARY ART MARKETS

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

SIZE: A maximum of 15 pages total.

SKILLS: Critical thinking and good knowledge of art history (especially focusing on contemporary art history), of the curatorial world, and of art markets.

WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?

Use your Portfolio to show your critical thinking and express this skill through brief essays on contemporary art, curatorial aspects, the art markets, and other subjects (e.g. your thesis, exhibitions you took part in, online articles from websites/blogs/magazines, etc.).
Make sure to always reference the source.

If you do not know where to start, consider developing the following essay:

"Choose a topic within the world of art markets. Select 3 to 5 articles from this field published by magazines, newspapers, websites, and publications, both national and international, and use them as your starting point to develop a collection of essays that analyze the selected articles, in which you must show your critical thinking, your knowledge of the subject, and your artistic sensitivity. The file must be a PDF, and it must include the selected articles together with your essays."

ACADEMIC MASTER IN
PHOTOGRAPHY AND VISUAL DESIGN

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

SIZE: Select 3 to 5 projects, each one including multiple shots.

SKILLS: Use of cameras and basic knowledge of editing tools. Personal style and communicative language.

WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?

Each project must be introduced by a brief description to explain both its concept and its contents.
You must select a clear graphic grid to highlight the quality of your shots and their content.
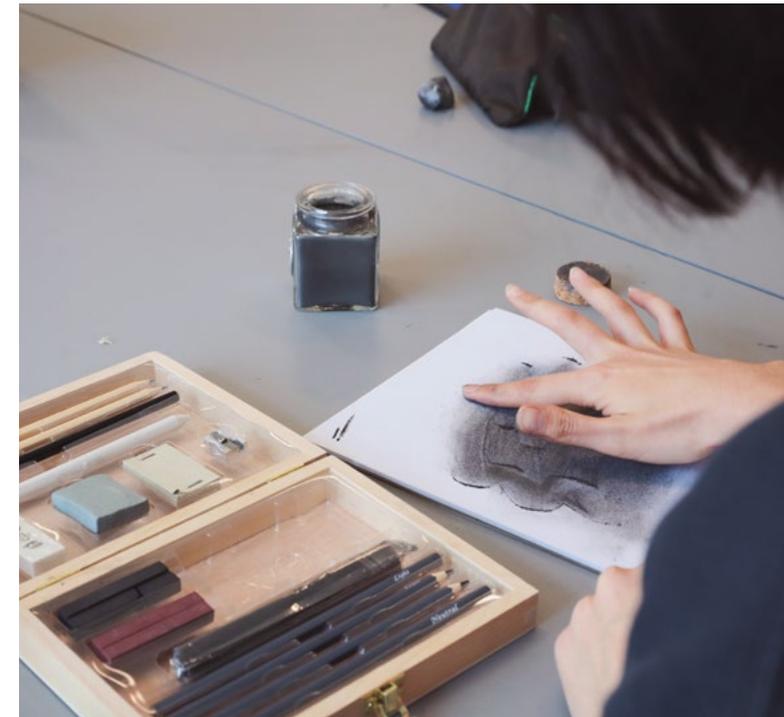
PORTFOLIO HELP

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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.**