

## Guidelines for making a good Portfolio for DJAD Aspirants:

### 1) What is a portfolio?

A portfolio is a collection of your work, or a 'visual diary', displaying how your skills and ideas have developed over a period of time. It demonstrates your creativity, personality, abilities, and commitment. It helps the interview panel to evaluate your innate potential for a career in Design.

### 2) How to make a good portfolio?

Your portfolio should mirror your personality and your own way of looking at the world. You want to show the interview panel that there is a special reason for allowing you in. We advise you to create art that you are passionate about, art that is different from what other people are creating.

### 3) What should the portfolio include?

It should reflect your potential and not perfect executions, about curious minds experimenting with designs. The prime objective of the portfolio is to study your aptitude for a career in design and to assess your suitability to join our prestigious design school.

It can be a compilation of Illustrations, Paintings, Sculpting, Model making, DIY models, Collage, Photography, Graffiti, Wall art, Paper crafts, Hand sketches, Digital arts.

Apart from this please include a brief introduction about yourself, your aspirations and why you want to pursue a career in Design.

### 4) How to organize a portfolio?

- Collect all of your best works. Focus on original creativity rather than replication.
- Follow a standard format for all pages, it could be A4, A3, or custom size.
- Convert your physical artwork into digital format by scanning /taking photos. Keep in mind the background and quality of the scanning or photos.
- Compile all your scanned work images into a PDF by using many available online tools.
- Always remember to compress your compiled PDF to reduce the file size.
- Upload the created PDF portfolio onto our website (admission portal) to qualify for the Personal Interview.

### 5) Key Tips

- Focus on Quality and not quantity.
- Ideal Portfolio pages are from 15 - 30 pages.
- Keep the portfolio simple, uncluttered and relevant.
- Give your workspace to breathe.
- Start and end your portfolio with your strongest pieces of work.
- Make sure that your portfolio shows variety.
- Show work that you are able to talk about at length.

**6) Must include in your Portfolio**

- Object Drawings that show the understanding of the form
- Sketches of various subjects
- Sketches done from actual objects (Not from Photographs)

**7) Things to avoid**

- Copy of other Art works
- Fan Art
- Pirated or infringed work.

*We hope these guidelines will be useful to you. So start preparing the portfolio and do not forget to upload it along with your admission application to DJAD.*

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