

## PORTFOLIO Guide

### Masters in Landscape Architecture I

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In putting your portfolio together think about what you are trying to communicate. You want to do the following: Get the viewer excited about your ideas. Seduce them with compelling images and show the extent of your knowledge of the subject and how your work relates to it. Assessors are not necessarily expecting a showcase of final work, but rather an indication of work in progress showing how you approach an idea or subject and develop the work from initial thought, through experimentation and enquiry, to resolved work.

**Visual Research and Enquiry**, shows the level of engagement in intelligent, structured visual enquiry and how well you communicate this.

**Idea Development**, shows your ability to appropriately explore and develop ideas, and your level of skills in the use of materials and techniques.

**Selection and design**, shows how well you judge which ideas have the most appropriate potential and your ability to bring them to a level of completion.

**Contextual awareness**, shows the extent of your knowledge of the subject and how your work relates to it.

#### Planning a Portfolio

You have decided to put your portfolio together. This means that your portfolio should be carefully planned and well presented. You will be judged on your ability to edit your work, so be selective and strategic in your choice of material. Aim to show a clear narrative or sense of the themes in your work, as well as the connections between the pieces.

If you have lots of high-quality work, include it. It can show that you have talent in breadth and are hardworking and committed. If you haven't, select your best: these key gems can show us that you know what you are good at, and how to show it. Resist the temptation to pad out your portfolio with mediocre work.

Remember that the portfolio will be looked at on a screen. Poor quality photographs and bad scans of your work will not create a good impression. Take the time and care to make your work look as good as possible

#### Selection of Work

A strong portfolio submission will show evidence of original thinking as well as depth, personality and visual understanding.

Ideas are more important than technical ability, to see work with conceptual underpinning, not just a random selection of images – be selective and strategic in your choice of work. Above all, show a reflection of your true interests and a real commitment to the ambition to study.

A strong portfolio is likely to display the following:

- Confident use of a variety of subjects and techniques.
- Originality in content, style and execution
- Observational drawing – evidence of ability to draw the things that you can see, not just the things that you imagine. Life drawing can be one of the best indicators of this ability
- A clear narrative or evidence of themes /storytelling / Intelligent, original communication of ideas.

**Portfolio Statement** (500 words max)

Should be clear and coherent reflection on your work. It should tell us about the pieces of work and what inspired you, how your ideas develop throughout the project and elements of the project you consider to be the most successful. do not use this statement to list the materials used; charcoal, paint, oil pastel etc or the size of the work (if this portfolio was for graduate school you would include your reasons for applying to grad school and information on what you hope to gain by studying in graduate school).

**Work** Consider the Portfolio a story - your work and narrative should tell us something about you, your interests, This should be a fun exercise to develop the story and then the objective should be to organize any graphics or narrative to help illustrate it and any skillsets. It does not need to include landscape architecture, it could include:

**25 images** (pages) if you wish to show different angles of the same piece of work, or detailed sections within the work, please do so within one image (one page).

- Up to 10 images (pages) of your development / sketchbook work (minimum of 5 images) sketchbooks, projects being built or made, of writing samples, research papers...
- Up to 10 images (pages) of your resolved work (minimum of 5 images) writing samples, research papers, professional work, blog posts, videos, drawing, photography, gardening, to generically name a few....
- Up to 5 images (pages) which demonstrate your influences (minimum of 2 images)

**INFLUENCE / CONTEXT IMAGES**

The images demonstrating your influences may be images of work or objects which inspired or influenced your work e.g.

People working in the same medium or for the same audience, now or in the past

People interested in the same subject or theme, now or in the past

Natural or man-made phenomena, objects, places, events that have inspired or provoked a response.

**Format:**

Each image can be accompanied by a small amount of text, you can have up to 100 characters, which includes spaces and punctuation, of supporting. / explanatory text and are strongly encouraged to make use of this opportunity. You should avoid including titles or descriptions of the work and instead explain the ideas behind the work, the challenge undertaken or any other significant factors. It may also be useful to explain why you have included the image in its particular category (development work, resolved work or influences). Consideration should also be given to the graphical layout of the portfolio.

**Online** Links to digital videos, files or platforms you have uploaded / created on YouTube, Vimeo or other websites of your choice, accompanied by a short passage of text and must be embedded into the portfolio.

**Note:**

Design your typography carefully to complement images

Use graphic weight to emphasize important elements throughout the pages

Use a range of different types of drawings and photos of models that are at various scales and at different sizes on the page to demonstrate a hierarchy of ideas and importance of study.

Use labels for each section and to further explain your narrative or themes