



## AAU Photography Graduating Portfolio Requirements

### All BFA, MA, and MFA graduating students from AAU must have:

- Professional Print Portfolio
- Professional Website
- Artist, Project, or About Statement
- Business Card/Promo Materials
- Additional materials, as required for each degree

All print portfolios must be pre-approved by the Instructor of the final portfolio class for each degree (PH 495 for BFA, PH 675 for MA, or PH 856 for MFA), the Department Director, Thesis Advisor, or the Chair of the Portfolio or Thesis Review committee.

### The AAU Portfolio must demonstrate:

- Visual cohesion in the body of work
- Strong conceptual involvement
- Technical control over light, color, and composition in images
- Technical proficiency in image capture and post processing
- Technical control over print process
- Professionalism and personal branding in design and execution of portfolio
- Portfolio design that conceptually supports the nature of the work
- Portfolio design appropriate to the intended segment of the industry the work will be shown

### Though all portfolios will be reviewed and approved on a case by case basis, as a general rule:

- **Fine Art** portfolios should include a singular body of work supported by a strong artist statement. The work should evidence the student's highest level of technical, conceptual, and creative skill. Prints may be presented in a book or box format, and must conceptually support the nature of the project.
- **Art for Commerce** portfolios should be a book or bound portfolio that includes 1-4 projects showcasing a cohesive signature style throughout. Technical proficiency in image capture, post-processing, and print quality is of utmost importance.
- **Documentary** portfolios must include a singular body of work that demonstrates the highest level of visual story-telling, and should be accompanied by a project statement describing the subject and intent of the work. Image captions, if using, should be included. Prints can be presented in box or book format, appropriate to the market the portfolio will be shown.
- **Motion** portfolios must include a digital delivery method such as a custom flash drive, or tablet portfolio, and must be accompanied by physical prints; specifics of the print requirement will be determined case by case, based on the nature of the project.



## **Additional Requirements:**

- Portfolios should be a minimum of 11" x 14", unless otherwise approved
  - Portfolios should include approximately 16-20 images, unless otherwise approved
  - Prints must be made by the student or by a departmentally-approved professional print lab (use of consumer-level print labs are not allowed)
  - Images in box portfolios may be loose (as opposed to mounted) as long as the the portfolio is customized and presented with a high-level of professionalism and the inclusion of loose prints supports the overall design and intent of the portfolio
  - Prosumer-level print-on-demand books (such as Blurb books) are not allowed in lieu of a print portfolio, unless specifically approved; however, for many projects a supplemental trade book may be desired as a promotional adjunct to the professional print portfolio
  - Generic book portfolios with plastic sleeves, and generic cardboard clamshell boxes are not allowed
  - Students presenting alternative projects, such as gallery-ready work, artist books, motion projects, mixed media, installation projects, etc. must talk with their department director or committee chair to determine the best presentation of the work for review
  - All students must be able to identify the audience/market to whom the work is intended to be shown
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## **All AA graduating students from AAU must have:**

- Trade Book (print-on demand book)
- Professional Website
- Artist, Project, or About Statement
- Business Card/Promo Materials
- Additional materials, as required for each degree

## **The AAU Portfolio must demonstrate:**

- Visual cohesion in the body of work
- Strong conceptual involvement
- Technical control over light, color, and composition in images
- Technical proficiency in image capture and post processing

## **Additional Requirements:**

- Trade books should include approximately 20 images, unless otherwise approved
- Using vendor-provided templates is strongly suggested.
- All students must be able to identify the audience/market to whom the work is intended to be shown