AAU Photography Graduating Portfolio Requirements

Graduate (MA, MFA) and Undergraduate (BFA) Portfolio Requirements

Fine Art / Documentary Portfolio:

- Professional Print Portfolio
- Digital Portfolio (PDF or mobile app)
- Professional Website
- Artist or Project Statement
- Business Card/Promo Materials

Commercial Portfolio:

- Professional Website
- Digital Portfolio (PDF or mobile app)
- Business Identity (Branding or Vision Statement, Social Media Presence)
- Professional Print Portfolio
- Business Card/Promo Materials

All BFA, MA, and MFA print and digital portfolios must demonstrate:

- Visual cohesion in the body or bodies of work
- Strong conceptual involvement
- Technical and creative accomplishment with 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 digital and physical portfolios
- Portfolio and package design that conceptually supports the nature of the work
- Portfolio and package design appropriate to the intended segment of the industry where 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 that supports the conceptual nature of the project.
- **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 subject and intent. Include image captions if appropriate. Prints can be presented in box or book format, appropriate to the market in which the portfolio will be shown.

- **Commercial** portfolios should be a book or bound portfolio that includes 1-4 projects showcasing a cohesive signature style. Technical proficiency in image capture, post-processing, and print quality is of utmost importance.
- **Motion** components of 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 for Print Portfolios:

- 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
- 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 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

Additional Requirements for Digital Portfolios and Websites:

- All websites and digital 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
- Websites must be accessed through a personalized domain name
- Websites must be functional, easy to navigate, and targeted to appropriate audiences/clients.
- Websites and digital portfolios must clearly and quickly convey your brand message or subjective artistic identity
- Websites and digital portfolios must maintain a professional appearance consistent with the visual language or brand in your other portfolio pieces.
- Websites should include at least one project, and all projects should be tightly edited

Undergraduate AA Portfolio Requirements

- Print Portfolio or Trade Book
- Professional Website
- Artist, Project, or About Statement
- Business Card/Promo Materials

All AA print and digital portfolios 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:

- All websites and print portfolios must be pre-approved by the Instructor of the final portfolio class for each degree (PH 295 for AA)
- 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