



Master of Arts, Photography MA Portfolio Review Handbook

This handbook contains the Photography MA Portfolio Review requirements and resources. Please read through all of this information carefully before preparing your materials for your MA Portfolio Review. If you have any questions or need clarification on any aspect of your upcoming Review, you will find information about who to contact on page 6 of this handbook.

It is your responsibility to use the latest version of the MA Portfolio Review Handbook. If you are uncertain if this is the latest version, please link to the most recent version found on the AAU graduate showcase page:

http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/Schools/Photography/pdf/final_review_assignment_PH.pdf

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MA PORTFOLIO REVIEW INTRODUCTION

The MA Portfolio Review is a formal visual, written, and oral presentation of your completed Portfolio to the Portfolio Review Committee, comprised of Department Directors and Faculty. At the Review, each student will present a professional-level portfolio of images and marketing materials to the review committee that evidences their highest level of technical, conceptual, and creative skill in photography. The committee will assess the student's photographic skills, the ability to present their physical materials in an engaging and artistic manner, and their ability to talk about their work to a professional audience.

ELIGIBILITY FOR MA PORTFOLIO REVIEW

All MA Portfolio Reviews must be held at the end of the semester in which you complete your MA program units. *Prior to your final semester, you must contact your Graduate Student Services Advisor to review graduation eligibility requirements, and register for your final semester at AAU.*

SCHEDULING YOUR MA PORTFOLIO REVIEW

MA Portfolio Reviews are conducted during the spring, summer and fall semesters. To schedule your Review or to ask any questions about scheduling your review, contact:

ONLINE Students: Tamara Hubbard, THubbard@academyart.edu

ON-CAMPUS Students: Adrienne Pao, APao@academyart.edu

On-campus students will present their Midpoint at 625 Sutter Street, San Francisco. Online students will present online through Adobe Connect, unless otherwise approved.

Note: MA Portfolio Review attendance is mandatory. Failure to attend will be noted as "Not Approved."

DELIVERABLE DETAILS & DUE DATES

The following is required at the MA Portfolio Review:

- Print Portfolio, including:
 - Physical Prints
 - Artist, Project, or About Statement
 - Artist Bio
 - Resume/CV
 - Print Marketing Materials
- Professional Website
- Oral Presentation
- Digital Portfolio (JPG images uploaded in the LMS, 10" on the longest side, 300ppi)
- PDF of images and written materials (uploaded in the LMS)

Due Dates

DIGITAL PORTFOLIO AND PDF:

The digital portfolio and PDF must be uploaded into the LMS 2 weeks prior to your review in the spring and fall semesters, 1 week prior in the summer. Please size your JPG images to 10" on the longest side, 300ppi.

[Link to PDF instructions on uploading work to LMS.](#)



PHYSICAL PRINTS:

When you receive the date for your MA Portfolio Review, your department will inform you about the due date for all physical materials.

POWERPOINT or PDF (online students only):

Online students need a PowerPoint or PDF to support their oral presentation. This document can feature just the images and titles or it can include bullet-point notes as well. Online students will be asked to upload their PowerPoint or PDF during the week prior to their online review.

IMPORTANT: *If your materials are not received by the due date required, your Portfolio Review will be cancelled and you will need to postpone until the following semester.*

Shipping Information For Online Students**

All physical materials must be sent to:

Tamara Hubbard, Associate Director of Photography
% Online Education, Academy of Art University
79 New Montgomery Street
San Francisco, CA 94105

NOTE: *Be sure to obtain a tracking number or return receipt of delivery for your shipments. All shipments sent to AAU must include a pre-paid return packing slip, otherwise students must provide credit card payment within 30 days for any work to be returned.*

****On-campus students will bring their physical portfolios to their Review.**

MA PORTFOLIO REVIEW PROCESS

MA Final Portfolio Reviews are 30 minutes in duration, and will follow this structure:

- 15 minute student presentation (includes committee questions)
- 5 minute private committee discussion
- 10 minutes for portfolio feedback and career advice from the committee

Results

During the feedback session, the committee will present you with one of the following outcomes:

Approved:

You have passed the MA Portfolio Review, and are now eligible for graduation.

Not Approved:

You have NOT passed, and are not allowed to graduate until one of the following has been completed and the Portfolio Review is approved by the MA Portfolio Review Committee:

Resubmit:

Following specific MA Portfolio Review Committee requirements, your project requires small changes that must be corrected and re-submitted within 3 weeks. If the re-submission meets the requirements, then the MA Portfolio Review is approved and you you will be eligible for graduation.

Re-present:

Following specific MA Portfolio Review Committee requirements, you must revise your portfolio and re-present your Portfolio Review in the following semester.



Evaluation

The work you submit will be assessed using the AAU *and* Graduate School of Photography MA program learning outcomes, found here:

<http://www.academyart.edu/academics/photography/graduate>

DETAILS OF MA PORTFOLIO REVIEW MATERIALS & REQUIREMENTS:

Print Portfolio

The print portfolio must evidence:

- 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
- Follow the Photography Department portfolio guidelines

The Print Portfolio must include:

Physical Prints

The print portfolio must contain approximately 16-20 images, unless otherwise approved

Artist, Project or About Statement

The type of statement you include will depend on your emphasis of study:

- Fine Art students must provide an Artist Statement that supports the body of work presented
- Documentary students must include a Project Statement that describes the subject and intent of their work
- Commercial students may write a Project Statement for a singular project, or an About Statement that describes their stylistic approach to photography in a general manner, rather than describes a specific project

The Artist, Project, or About Statement must:

- Be written for a professional audience
- Be written in a manner that substantially supports the work contained in the print and web-based portfolios

Artist Bio

The artist bio must:

- Be written in a concise manner that indicates professional experience in addition to current emphasis as a photographer in the industry
- No more than 1 page in length

Resume/CV

The resume or CV must:

- Be professional in both design and presentation of content



- Contain contact information, including website link
- Contain educational background (post-high school)
- Contain list of professional experience
- Contain exhibition experience and/or publications
- Be no more than 2 pages in length

Print Marketing Materials

Marketing materials can include:

- Business card
- Leave behind
- Postcard
- And any other materials that may be appropriate for individual marketing needs

Professional Website

The website should evidence an overall style that supports the work presented and the types of jobs sought after, and at a minimum contain:

- Final Thesis Images
- An artist, project or about statement
- Artist bio
- Contact information

Oral Presentation

At the Oral Presentation you will discuss the following:

- Project Description
- Photographic Involvement
- Professional Goals

Digital Portfolio (LMS)

Upload JPGs of your final portfolio images in the LMS following AAU Guidelines, including:

- Digital files
- Image titles, and captions if using
- Dates of capture (month, day and year)

PDF of Portfolio Materials (LMS)

Upload a PDF in the LMS following AAU Guidelines that includes:

- Cover Page
 - Project Title
 - Student Name
 - Student ID
- Bio (as included in your Portfolio)
- Resume/CV (as included in your Portfolio)
- Artist, Project or About Statement (as included in your Portfolio)
- Project Images (as included in your Portfolio), no more than 1 image per page



IMPORTANT LINKS

Photography Review Showcase Page:

<http://gradshowcase.academyart.edu/schools/photography.html>

Uploading Review Content:

http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/home_page/pdf/Uploading_Review_Content.pdf

Portfolio Guidelines:

http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/Schools/Photography/pdf/P_H_Graduating_Portfolio_Reqs.pdf

Shipping Information:

http://gradshowcase.academyart.edu/content/dam/Grad%20Showcase/Schools/Photography/pdf/P_H_Return_Shipping_Request.pdf

Academy Resource Center (ARC) *Your resource for proofreading, ESL assistance, Writing Lab:*

<http://www.academyart.edu/students/my-academy/academy-resource-center>

ONLINE PRESENTATION DETAILS

AAU's Online Graduate Review process provides a means for students to present their project via web conferencing. An Online Graduate Review Coordinator will contact you after your MA Portfolio Review has been scheduled to test your computer, Internet connection, web-camera, and telephone, and to show you how the online review process works, including how to upload and use your PowerPoint. Students presenting online are required to have their equipment and any required presentation materials ready to upload and test at least one week prior to the presentation date.

Please refer to the links below for technical requirements:

[Online Technical Requirements](#)

[Adobe Connect Diagnostic Test](#)

CONTACT INFORMATION

PHOTOGRAPHY DEPARTMENT MANAGER

Candice Rollerson, CRollerson@academyart.edu, 415-618-3699

ONLINE DEPARTMENT CONTACT:

Tamara Hubbard, THubbard@academyart.edu

ON-CAMPUS DEPARTMENT CONTACT:

Adrienne Pao, APao@academyart.edu

SHIPPING:

Tamara Hubbard, Associate Director of Photography
% Online Education, Academy of Art University



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MA Portfolio Review Handbook
MFA Photography

79 New Montgomery Street, San Francisco, CA 94105