

**Northeastern University
Department of Visual Arts
Digital Portfolio Application**

Follow these steps:

- Complete and submit your on-line application <http://www.neu.edu/admissions/apply/index.html>
- Select your work for your portfolio application
- Develop a one page inventory listing the works chosen for submission
- Prepare digital images of your work
- Write a one page artist's statement
- Transfer images and statement to CD
- Send your portfolio, including all necessary materials, on one CD to:
Northeastern University
Undergraduate Admissions
150 Richards Hall
Boston, MA 02115
Be sure to include your name and address
Portfolio should be sent separately from your application and credential materials.

Select your work for your portfolio application:

The application portfolio requires a minimum of 15 individual images (20 maximum) of original work created by you. Your portfolio may include work in a variety of media; no particular subject matter or style is required. Portfolios are evaluated for breadth of creative potential. You should select work that best shows your personal style, skills, creativity and commitment to innovation.

It is reasonable that an applicant may want include a detail or an alternate view of a piece. You can include up to two additional views per entry. In the event that a web site is included, up to three screen grabs of the web site can be submitted. A screen grab is a JPEG of the web page, not the web page itself. Three examples of animated work may also be included on the CD portfolio. Quicktime digital video format is preferred. Maximum size for each movie should be 720x480 @ 20MB max.

Develop Inventory:

Prepare a one page document that lists the following for each portfolio image.

Please key inventory to portfolio images by number.

- Title of the piece
- Medium
- Category or description of the piece
- Size (width, then height)

Prepare digital images of your work:

You may use a digital camera, scanner, or film camera to capture your images or copy images created digitally for your application portfolio.

All images need:

- Sharp focus
- Accurate color
- Tight cropping without wide borders to frame the image
- Center and edges of the piece should be evenly lit

All images must be:

- RGB
- JPEG file format
- File size less than 2 MB
- Named properly use only the 26 letters of the alphabet, the 10 digits and a period (.). Do not use the following or anything similar: \$ # & / | @ % * () If you feel the need to manipulate your images in an image editing program like Adobe Photoshop, you can tightly control the cropping, focus, and color of the image. These programs make it easy to crop the images to focus attention on your work. Save your images as high quality JPEGs. Low quality JPEGs tend to look blurry with a loss of accurate color.

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Image tips:

One of the best and easiest ways to take the photo is in bright sunlight, being careful to avoid glare. Also avoid confusing or textured backgrounds as much as possible.

Capturing images with a digital camera:

Using a digital camera is the easiest way to create images of your pieces. You can shoot many images and know quickly if you are capturing high quality images. Almost all digital cameras save the images in the required JPEG file format.

Film Camera:

Using a film camera to create images of your work is acceptable. Once you have completed your photography, take the film to a camera shop where they can create a CD with digital versions of your images. Be sure that the images are saved in the JPEG file format and are at least 700 pixels in width or height.

Scanner:

You can use a scanner to create images of your work. This method will work well for pieces that fit on your scanner. Larger pieces are more easily captured with a camera as it is difficult to scan in several sections of the piece and then collage them together in an image editing program. You can also use the scanner to digitize prints or slides from a film camera. Be sure your scanner accurately captures color and produces sharp images. It is likely that your camera shop will digitize your prints more accurately than your scanner.

Write your artist's statement:

The department is looking for applicants who will shape the character and vision of the department. We are looking for visually creative people who are unique, passionate, and talented. In your statement, please describe what qualities you feel you will bring to the department and your college-level educational experience and why. The maximum length for the statement is 500 words.

Suggestions for your artist's statement:

It is reasonable that the lack of a formal art education may impact the quality of an applicant's portfolio. If this is the case, the merit of the statement as a measure of an applicant's admissibility is emphasized. If you feel your art experience is lacking you can refer to that issue in your statement. Please note that this statement is in addition to the essay required by the Office of Admission's application.

Applicants should also be aware of the importance of the University's other requirements such as academic record, letters of reference, extracurricular effort, etc. to the evaluation from the Office of Admissions. Your statement should be typed and have a title. Take advantage of the spell checker. Print it out and proofread very carefully for content and grammar. Be sure the title of your statement is at the top and on its own line. We are interested in the content of your statement, not its design.

Folders and Labeling:

Create two folders on the CD and label one "portfolio" and the other "statement". Place the 15 portfolio images in the folder labeled "portfolio" along with your inventory list and place your artist's statement in the folder labeled "statement". Label your portfolio CD using a permanent marker. Print your name clearly on the proper side of the CD. Please do not use adhesive labels.

Applicants who do not have a portfolio are encouraged to apply for admission to the Department of Visual Arts. Applicants without portfolios may be accepted into the department as probationary art or design majors. Final acceptance into the art or graphic design majors (including animation and photography) is dependent upon a review of the applicant's grades and a portfolio created during the freshman year. Students will be aided in the development of this portfolio through first-year course work. Students applying without a portfolio will otherwise be considered for admission to the department using the same admission criteria as applicants with a portfolio.

For further information about portfolio development, please contact :
Northeastern University Department of Visual Arts at 617 373-2347.