Portfolio

Top Tips: Online Portfolio

What is an Online Portfolio?

An Online Portfolio is a digital version of what you would bring along to an interview.

Why do I need an Online Portfolio?

Universities interviewing for creative courses will expect to be presented with a portfolio to help them understand your ability and range of work. Your portfolio could be your golden ticket into receiving an offer so making sure it's presentable, well-organised and accessible is essential.

Here are some tips for submitting an online portfolio.

Quality not Quantity

Use a critical eye when deciding what to include in your portfolio. There's no need to include everything you've ever created, around 20 pieces of work is perfect. Universities want to see a range of work, including demonstrations of basic skills, sketchbooks, journals, ideas and experimentation, as well as works in progress. If you have a preferred university, include work that's relevant to them. You may also like to add a piece you completed in a short time frame to show your ability to work under pressure.

Presentation is Key!

How you present your work virtually is important. Some portfolio platforms to consider:
— Flickr/Behance: great for digital portfolios as they offer a smooth viewing experience, allow space for notes and make sending the portfolio as easy as possible
— Build your own website: gives you complete control over presentation and style
— Youtube/ Vimeo: great for Animation or Film portfolios, but avoid for stills-based work
— Dropbox/Wetransfer: good for sending large files but think about viewer experience – an online portfolio will be more impressive than a folder of images
— Email attachment: keep the file size under 9MB or the email won't come through

Whatever platform you use, we recommend that you collate everything in one place and have a single link to share with us – and make sure the link isn't password protected!

Show your versatility

Mix up your presentation, display a range of your capabilities, interest and passions, and use work extended from coursework, personal projects or experimental work. If all the work in your portfolio appears too similar, universities may feel that your creativity is limited. It's important to demonstrate basic skills as well as advanced techniques.

Look at the Bigger Picture

It's easy to get caught up in looking at your portfolio, but it's critical that you also take a macro view of the work. This will help you see if you're showing the best overall variety and if the work fits into the artist identity you're creating. Ask yourself: Does this work represent the artist that I am and the artist I want to be? Think about the flow of the portfolio and how the ordering of your work looks to potential viewers, and whether the projects could be improved by adding short text explanations.

Use high-resolution images

There's nothing worse than seeing poor quality images in a portfolio. All the hard work you put into your creations goes unnoticed if they are not presented well. Don't be afraid to include close-ups of your work so people can gain deeper insight into your abilities. A lot of smartphones allow you to take high-quality photos, and if you aren't comfortable with lighting use natural light when possible to let the detail in your work shine.

Solicit opinions

Collect feedback on your portfolio... and lots of it! Creative work can be highly personal, and it's often difficult to separate yourself and be objective. That's why you should solicit opinions, and not just from your teachers. Ask your friends and family too.

Notes matter

Finally, remember that as you are not going to be attending an interview in person, you won't be able to explain ideas behind your work. It's important that you provide background notes about your processes and conceptual thinking within your portfolio.

Applying to AUB?

If you are applying to AUB then all our portfolio-based courses have portfolio guidelines on the course pages of the website. You should use these guidelines to help you prepare your digital portfolio. Visit *aub.ac.uk/portfolios* for further details.