

Portfolio Requirements

What's a Portfolio?

- Your portfolio is a collection of your work that shows us your design ideas and art-making skills.
- Your portfolio should include the 4 components explained on this reference sheet.

Note: Portfolios are only required for high school admission.



1

Design a Poster

What's required?

This design should be done **OUTSIDE** of your sketchbook. This is a final art piece, not a sketch, so please bring your *absolute best* poster design and make sure it's fully completed.

Materials: You can draw it, design it on the computer, use markers, etc... The material you choose is up to you!

Design Requirements

Follow these steps while creating your poster design:

1. Design a poster for a concert. Include the musician(s) who will be performing, the name of the concert, the date the concert will take place, and the venue (the place where it happens). Make sure you draw some kind of attractive illustration to advertise the concert. Think about the background. Your musicians and concert can be entirely made up, or they can be based on a concert you want to go to.
2. Write an artist's statement about your poster design. Your statement can be typed or written by hand. Your artist's statement should explain:
 - What musician(s) you chose to design for.
 - Why you designed the poster the way you did.
 - How your poster will catch people's attention to make them want to go to the concert.

2

Sketchbook

What's a Sketchbook?

A place to capture your design process, creative thinking skills, and art-making. It should show us how you are practicing and improving your work.

Tips for Your Sketchbook

1. Include a variety of content, such as:
 - Planning (sketching ideas and note taking)
 - Observational drawings
 - Ideas for designs
 - Material exploration and experimentation (use of a variety of media)
 - Your personal voice and interests
 - Collected images and materials that inspire you
2. Your sketchbook should be mostly filled. Try to work in it daily.
3. If you have multiple sketchbooks, bring them all.
4. Leave your "mistakes" in your sketchbook. They are part of your process and show us your growth. Never tear out pages of your sketchbook.

3 & 4

Works of Choice

What's a Work of Choice?

This is an opportunity to show us your best!

Select work that helps us get to know you as an individual, and shows us your vision as a graphic designer.

Tips for Selecting Your Best Works of Choice

1. Bring as much work as you'd like, but you must bring at least 2 Works of Choice.
2. This work should NOT be inside of your sketchbook.
3. Ideas may include but are not limited to:

Clothing	Fibers
Photography	Illustration
Drawing	Ceramics
Sculpture	Jewelry
Painting	Fibers
Web Design*	3D Model
Digital works*	Other Media of Choice

**Feel free to bring digital works on a phone, tablet, laptop, or flashdrive!*

Other Information Related to Portfolio Reviews

Portfolio Review Day- Saturday, February 8, 2020

During portfolio review day, prospective students will...

- show their prepared portfolio for review
- complete a design challenge
- tour the school
- meet some faculty and staff

Design Challenge

On portfolio review day, you will participate in a graphic design challenge.

You will be given a prompt in which you need to respond.

Materials needed for the challenge will be provided.

Work completed during the challenge will be kept by BDS and will not be returned to you.

Need Support? Attend a Workshop!

Design teachers are available to provide portfolio development support to prospective students during the following workshops:

- Wednesday, 10/23/19, 4:30 – 5:30pm (*Graphic Design only*)
- Wednesday, 11/13/19, 4:30 – 6:30pm
- Wednesday, 12/11/19, 4:30 – 6:30pm
- Wednesday, 1/15/20, 4:30 – 6:30pm

Portfolio Related Questions?

Email apply@baltimoredesignschool.org.