

PORTFOLIO GUIDELINES

Undergraduate Admissions UCLA Department of Art

All applicants must provide a portfolio of work consisting of **eight to ten (8 - 10) still images** of your original artwork, submitted in digital format on a CD-Rom. The original pieces **CANNOT** be accepted. The portfolio should reflect your best and most recent work, in any medium. **Please do not send video or DVDs.** Printed images to be submitted **only as back up for** (not in place of) digital formats.

GUIDELINES:

1. Still images must be either **JPEG** or **TIFF** files, maximum dimensions of 1024 x 768 at 72 dpi. Images must be correctly rotated for viewing.
2. **Each file must be named as applicant's Lastname_Firstname_xx.ext.** (Example: 1st image: Bruin_Joe_01.tif, 2nd image: Bruin_Joe_02.tif, etc.)
3. **File sizes larger than 3 MB will not be opened, nor reviewed.**
4. Files must be submitted on a Macintosh and Windows -readable **standard-size CD with applicant name written directly on the disc.** BE SURE TO TEST YOUR DISC ON SEVERAL COMPUTERS before submitting, not just the computer on which the disc was burned.
5. Applicants must also include a file on the CD as a MS Word (.doc), a plaintext (.txt) or Adobe Acrobat (.pdf) file with an inventory of the images (name and title, medium, dimensions, dates). **Please also print this list to include with other printed application materials.**
6. **Place your image files (10 maximum) in a single folder on the CD.** Layout template is as follows:
 - Bruin_Joe Art Portfolio 09 (disc name)
 - Bruin_Joe_image_list.doc
 - Bruin_Joe_images (folder)
 - Bruin_Joe_01.tif
 - Bruin_Joe_02.tif
 - ...
 - Bruin_Joe_10.tif
7. For reference purposes, **applicants must also provide printed back-up** of still image submissions, **printed in color on high quality or photo paper**, no more than four (4) pages maximum. Printed back-ups may be thumbnails, **no smaller than 2" x 3"**. Printed back-up images must also include file names, for reference.
8. Unreadable or incorrectly formatted CDs will not be considered.
9. Powerpoint, Flash or similar presentation formats are NOT acceptable.

TIPS FOR DOCUMENTING YOUR ARTWORK:

1. When photographing your artwork, use a digital camera with manual features so that you may control exposure. Use a solid white, gray, or black background. You can attach your artwork to a clean white wall or use large sheets of drawing paper for a background.
2. When photographing indoors, use photoflood bulbs for lighting because a flash often produces a glare. If your indoor lighting is not "Daylight Balanced," be sure to set your camera for Tungsten "indoor" lighting for accurate colors. Another option is to photograph outdoors in daylight, which usually produces even lighting. Be sure to prevent shadows from falling on your two-dimensional work. Shadows are sometimes desirable for three-dimensional work if they help to define edges or textures.
3. If possible, fill the frame in the viewfinder with the images of your work so that it is centered and parallel with the frame lines. Please note that some cameras will not focus on distances less than three feet.
4. Take at least three shots of each piece at different settings and choose the best shot to put in your portfolio. You may want to color correct or crop the image to best fit the artwork using a photo editing software such as Adobe Photoshop. Also, please remember to turn off the date stamp feature of your camera before shooting artwork.
5. Please be sure to save and name your files according to the guidelines listed above.

TIPS FOR DIGITAL SUBMISSIONS (See Web site for additional "TIPS", www.art.ucla.edu/undergraduate/admissions.html)

From iPhoto

1. Open your images in iPhoto and rotate them so they are correctly oriented. To rotate an image, go to *Edit > Rotate > Clockwise* or *Edit > Rotate > Counter Clockwise*.
2. Next, double click to open each image in the Edit view. Crop your image, if needed, by clicking and dragging in the image to draw a rectangle, then clicking on the "Crop" button in the lower left of the window.
3. With the image cropped, you can now export it in the correct size/format for your portfolio. Still in Edit mode, go to *File > Export*. Some versions of iPhoto move the Export option into *Share > Export*.
4. In the Export Photos dialog, set the format dropdown to "JPG", then select the option for "Scale images no larger than" and enter the appropriate size. Refer to the current portfolio guidelines for maximum dimensions.
5. When finished, click "Export" and follow the prompts to specify where to save your new file(s).

From Photoshop

1. Open your image in Photoshop (*File > Open*) and then rotate the canvas so the image is oriented correctly (*Image > Rotate Canvas > 90° CW*, *Image > Rotate Canvas > 90° CCW*, or *Image > Rotate Canvas > Arbitrary...*). Make any color or brightness/contrast corrections desired at this point (*Image > Adjustment > Color Balance...* or *Image > Adjustments > Brightness/Contrast...*)
2. Select the Crop tool (3rd from top in left column) from the Tool Palette (*Window > Tools* if not open) and crop your image if needed. Press Enter/Return to commit to the cropping.
3. Select *Image > Image Size...* and enter appropriate dimensions in the resulting dialog box. Consult current portfolio guidelines for maximum image dimensions. Be sure that "Constrain Proportions" and "Resample Image" are both checked so that the image can be resized without distortion. Click OK when finished.
4. Select *File > Save As...* to save the edited file.
5. In the Save As dialog box, select "TIFF" as the format, choose a save location, and enter the new file's name. Click "Save" when finished and match the settings shown in the TIFF Options dialog when it appears. Click "OK" to finish the process.