PORTFOLIO GUIDELINES and TIPS FOR DIGITAL SUBMISSIONS
UCLA Department of Art
Undergraduate Applicants

UCLA Department of Art Bachelor of Arts coursework includes the following areas of study: Ceramics, New Genres (performance, installation, projected image, video, film, audio, hybrid and emerging art forms), Painting and Drawing, Photography, and Sculpture. The Department of Art does not offer courses in illustration, design, fashion, nor architecture.

Required: As part of the online Supplemental Application, all UCLA Department of Art undergraduate applicants are **required** to upload a portfolio consisting of **eight to ten (8 - 10) still images** of their original artwork. *Optional:* Applicants whose artwork includes time-based media such as video, performance, or sound pieces may *also* submit a single media file of video or sound, or a combination compiled together as a reel. The total length of the entire compilation should be no more than one (1) minute.

The original pieces CANNOT be accepted. All portfolios are reviewed by Department of Art faculty who evaluate applicants' creative works and ideas, as well as the suitability of this program for the applicants' areas of interest. The portfolio should consist of recent artwork and should reflect applicants' creative strengths. The portfolio may include work in any medium. Submissions may include in-class projects, but artwork included in the portfolio should focus on the individual interests of the applicant. Self-initiated projects (artwork created independent of classroom assignments/exercises) are especially encouraged.

For information about UCLA Department of Art, please visit www.art.ucla.edu.

Format Guidelines:

STILL IMAGES
File type accepted: .jpg
Maximum file size: 1920w X 1200h pixels / 3MB

Note: When documenting artwork, fill the frame in the viewfinder with images of your work (see item #3, Tips for Documenting Your Artwork). Images uploaded should be of artwork only. Presentation formats (ie, images which include captioning, composite images, split screens etc.) are discouraged.

MULTIMEDIA (Video/Audio)
File types accepted:
Video: Dvix (Div3/4/5)/DX50, DV, H263, H264/AVC, MPEG-4 Visual, MPEG-1/2, MJPG, MP42/3, IV40/50 (Indeo codecs), RV30/40, RMVB, FLV1/4, VP3/5/6/7/8, SVQ1/3 (Sorenson), XVid, Theora, WMV1/2/3, VC1, VP8, ProRes 422, ICOD, DVCPRO. PXLT, TCSS/TCS2, G2M3/4
Audio: MP3, MP1/2, AC3, AAC, Vorbis, AMR, PCM, WMA7/8/9, WMSpeech, FLAC, QDM2, RA, Nellymoser, Cook, GSM, SPEEX.

There is no file size limit set for the multimedia files. However, smaller file sizes (less than 720p) may yield faster and easier upload times from most home internet connections, and will be of sufficient quality for the faculty review.

Applicants will be asked to provide the title, medium, dimensions, and date for each artwork
Note: for photographic work, the medium listed should indicate whether the image is a photographic print or digital file (i.e. "Silver Gelatin Print," "C-Print," "Inkjet Print," or "Digital File only").

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 (still images):

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 "JPEG" 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 JPEG Options dialog when it appears. Click "OK" to finish the process.