

## Undergraduate Portfolio Guidelines and Requirements

These instructions define the process for submitting a portfolio for admission into the School of Art, School of Design and the School for American Crafts within the College of Imaging Arts and Sciences (CIAS) at Rochester Institute of Technology. Portfolios can be in either a digital or 35mm slide format. Original works can also be reviewed at:

- RIT Fall Open Houses  
<http://www.rit.edu/~960www/calendar.php3>
- National Portfolio Days Events  
<http://portfolioday.net/>
- Regional or high school portfolio days (check with your local community college or high school counselor/teacher)
- With a CIAS Representative during a high school or RIT campus visit. Please contact Admissions (585.475.6631; [admissions@rit.edu](mailto:admissions@rit.edu)) for further details.

### Undergraduate Majors

#### School of Art

- Fine Arts Studio (Painting, Printmaking, Sculpture and New Forms)
- Illustration
- Medical Illustration

#### School of Design

- Graphic Design
- Industrial Design
- Interior Design
- New Media Design & Imaging

#### School for American Crafts

- Clay
- Glass
- Metal
- Wood

#### Undeclared Options

- Undeclared Art & Design
- Undeclared Crafts

1. Portfolios can be in either a digital or 35mm slide format. Send 10-20 images of your best work. Include a numerical list of artwork descriptions that correspond with the images. Information such as title, size, media, assignment or theme, if any, and any exhibition/awards may be included. Include your full name, address, phone number and email address on the list. Write your name on each slide or on the CD with a Sharpie marker.

2. Portfolios will be evaluated on the basis of drawing and design ability, originality of ideas, and craftsmanship.

3. Include (within these 10-20 images) a minimum of 5 drawings made from direct observation (not copied from photographs, comics, or 'fantasy'). The rest of the portfolio should demonstrate your depth and breadth.

4. Medical Illustration applicants should include at least 6 drawings of natural forms such as seashells, figures, or animals, rendered in a single medium.

5. School for American Crafts applicants are encouraged to include works done in the medium of their intended major if possible. Portfolios are required; however, in extenuating circumstances a portfolio waiver can be considered. Contact the School for American Crafts (585.475.6114, [sac@rit.edu](mailto:sac@rit.edu)) for details and/or consideration.

6. Slide portfolios will be returned if a padded, self-addressed, stamped envelope is included with your portfolio submission. While every precaution is taken to ensure proper handling, the Institute does not assume responsibility for loss/damage to slides. Digital portfolios will not be returned.

7. Transfer applicants should clearly represent their foundation experience as well as any advanced or 'applied' work.

8. Clarity of the images that you send is of the utmost importance. This is the representation of your artwork that will be used to evaluate your admission into our programs. Remember, consider a range of work that best shows your skills. "Most recent" is not always "best."

Send your portfolio and completed application together or separately to this address:

**Office of Admissions  
Rochester Institute of Technology  
60 Lomb Memorial Drive  
Rochester, New York 14623-5604  
585.475.6631**

CUT ON DOTTED LINE AND ATTACH TO VINYL SLIDE PAGE or CD-ROM Case

Undergraduate Portfolio Identification

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

Please list your first, second and third choice of programs:

1. \_\_\_\_\_

2. \_\_\_\_\_

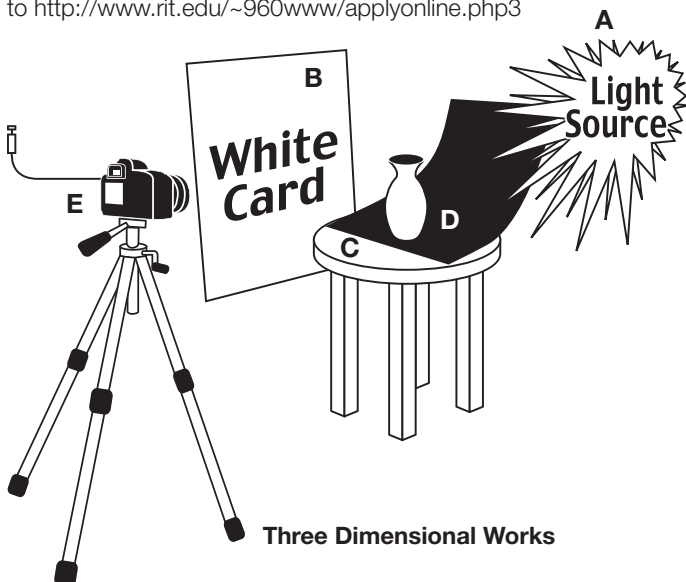
3. \_\_\_\_\_

## Undergraduate Portfolio Guidelines and Requirements

### Digital Format

1. Image Quality: A medium to high quality image setting on a digital camera is sufficient.
2. File Size: None of the images submitted should exceed the physical size of 11.1 inches (800 pixels) in height or width at the resolution of 72 pixels per inch.
3. Orientation: If the image is sideways or upside down when the file is opened, rotate it (to match the original).
4. Cropping: Crop out unnecessary objects from the images so that there are no distractions from the artwork.
5. Image Enhancement: If the image files of your artwork are not accurate after photographing, image-editing software is allowed to correct the appearance of the files you are submitting. Please use caution. It is important to maintain the integrity of the original artwork.
6. File Type: The file format of the images must be JPEG (.jpg) in RBG color mode.
7. File Name: Please name each file you are submitting with your last name and a number beginning with two zeros (for example: smith001.jpg, smith002.jpg) with no spaces between the name and the number.
8. File Quality: When saving your files as JPEG, always save at the highest quality setting.
9. Burning a Compact Disc (CD): When finished with all preparations and photographing, create a compact disc. Refer to your owner manuals to create this CD using your computer. Test the CD (preferably on a different computer) when you are finished to be certain that the disc is working and that your images look as good as you expect. A compact disc that cannot be opened cannot be reviewed. The CD must be labeled with your full name, address, phone number and email address. Please write legibly, directly on the face of the CD, with a permanent marker; please do not use added labels.

For more detailed instructions on preparing your digital portfolio, go to <http://www.rit.edu/~960www/applyonline.php3>



### 35 mm Slide Format

1. Include a page of artwork descriptions with a numerical list that corresponds to numbers on each of your slides. Information such as title, size, media, assignment or theme, if any, and any exhibition/awards may be included on this page. Include your full name, address, phone number and email address on the list. Each individual slide should be clearly labeled with the number that links it to the included list, as well as with your full name.
2. Submit slides in a pocketed vinyl/plastic slide page. Label this page (as well) with your full name, address, phone number and email address.

### Photography Tips:

1. Emphasize your art work and not the display of the work, backdrop or the frame the work is displayed in.
2. Zoom in close and crop the image. Artwork should fill the viewfinder; get as close as possible. Include additional shots to portray especially detailed areas.
3. Do NOT send images that are too dark, too light or out of focus. For additional tips, see "A Guide to Shooting Slides for your Portfolio" at <http://www.rit.edu/~960www/applyonline.php3>

### Three Dimensional Works:

- A. Sun: light stronger on one side of the object.
- B. Pure white reflector (large illustration board) to reflect light back onto object.
- C. Simple plain surface to display work.
- D. Dark background, out of focus.
- E. Digital camera or 35mm camera.

### Two Dimensional Works:

- A. Artwork on wall.
- B. Spot Light (digital or daylight bulbs and daylight film).
- C. Digital camera or 35mm camera.
- D. Place camera at 90 degree angle of artwork.

