Institute of Art, Design + Technology Dún Laoghaire

rules for rule breakers

Portfolio Guidelines

show up
+ show
off

make the most
of your portfolio

Welcome to IADT

Here at IADT, we're all about making things happen. Our courses are designed to make things happen too: to create graduates who are curious collaborators and tech savvy innovators; who are storytellers and creators. We offer a wonderfully diverse range of courses, and we collaborate with our students to explore new opportunities and new ways of working.

Some IADT courses ask prospective students to submit a portfolio, which should demonstrate your enthusiasm for the course as well as your interests and strengths. Please use these guidelines to help put together your portfolio; they are designed to help you ensure it becomes the perfect showcase for your work.

Tips to make the most of your portfolio

1. Think of your portfolio as a collection of work that showcases your interests and enthusiasms.
2. The work you include can be finished as well as work-in-progress.
3. It should demonstrate creativity, curiosity, inventiveness and ideas, as well as your ability to work around selected themes.
4. You can include course and school work as well as any independent work. We like to see a portfolio that demonstrates visual skill, creativity, self-motivation, inventiveness, experimentation, flexibility and stylistic variation.
5. Your portfolio is the best way to demonstrate your energy and enthusiasm—so enjoy putting it together!

A portfolio is required for application to:

Department of Design + Visual Arts

DL828	BA (Hons) in 3D Design, Modelmaking + Digital Art
DL827	BA (Hons) in Art
DL830	BA (Hons) in Design for Stage + Screen (Character MakeUp Design)
DL829	BA (Hons) in Design for Stage + Screen (Costume Design)
DL831	BA (Hons) in Design for Stage + Screen (Production Design)
DL826	BA (Hons) in Visual Communication Design

Department of Film + Media

DL832	BA (Hons) in Animation
DL838	BA (Hons) in Creative Music Production
DL834	BA (Hons) in Film + Television Production
DL833	BA (Hons) in Photography

Department of Technology + Psychology

DL839 BA (Hons) in Interaction + User Experience Design*

*subject to validation

"we work beyond the limit of our disciplines to explore new opportunities…"

**Department of
Design + Visual Arts
Portfolio Guidelines**

Ideally, your portfolio should:

Be organised.
Decide how best to arrange your work. For example, it may be chronological or in thematic sections where the initial work is placed next to final pieces.

Show large or 3D work.
We are always pleased to see such work, but please present it as photographs or other documentation.

Be clear.
If you are including team work, tell us what your role was.

Include a CV.
Be sure to include a copy for each course you are applying to. Note details of hobbies, technical skills and involvement in activities relevant to that course.

Be selective.
Include and highlight your best work. We appreciate quality not quantity. Do not include more than 30 pieces. Show work relevant to the course.

Include notebooks, sketchbooks, journals or **visual diaries.**
We want to see how you document your working process.

**3D Design,
Modelmaking +
Digital Art**

Your portfolio will normally include:

– **A wide range of creative work.**
Our main area of interest is in 3D, but drawing and other skills are also really important.

– **A variety of observational drawings.**
For example, life drawing and drawings of spaces, places, objects and people. Try to show us work in a variety of media.

– **A selection of your best project work.**
Include work which shows your interests and enthusiasms. Projects include visual research work, development work and final outcomes.

– **3D work as photographs.**
Include photography of sculptural, spatial or experimental 3D work.

– **Digital work.**
This could be 2D or 3D work in any software.

– **Notebooks and sketchbooks.**
Use your sketchbooks and visual journals to show us a real enthusiasm for your subject. Evidence of your creative process and ideas is very important!

Art
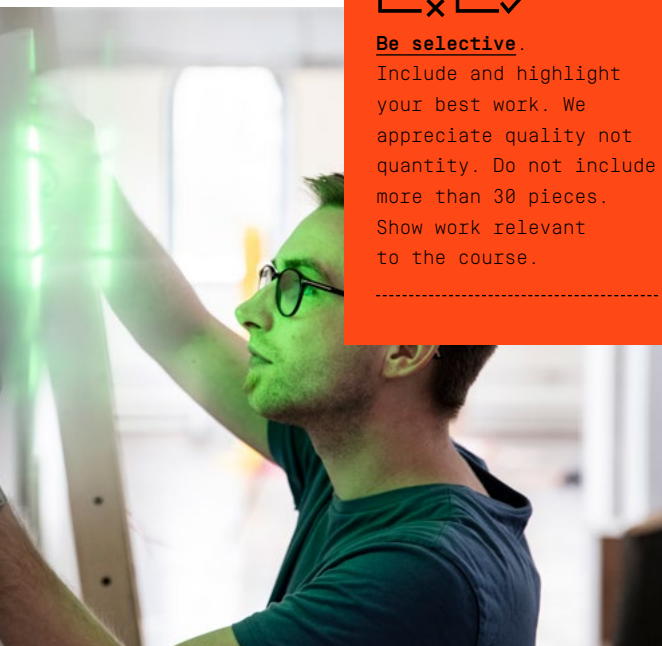
Your portfolio will normally include:

– **Experimentation and exploration.**
Our students work across many different areas and media so show us a variety of work, different media and approaches.

– **A variety of observational drawings.**
For example, life drawing and drawings of spaces, places, objects and people.

– **A selection of your best project work.**
Projects include visual research work, development work and final outcomes.

– **3D work as photographs.**
Include photography of sculptural, spatial or experimental 3D work.

– **Digital work.**
This could be 2D or 3D work in any software.

– **Notebooks and sketchbooks.**
Use your sketchbooks and visual journals to show us a real enthusiasm for your subject. Evidence of your creative process and ideas is very important!

Get it together! Your portfolio is your showcase, so think carefully what to include and how best to organise it.

Design for Stage + Screen

Your portfolio will normally include:

– **A wide range of creative work.**
Our main areas of interest are in the spaces, places and characters of film, TV and theatre. This often requires a real enthusiasm for visual research into other places and other times as well as very good visual skills.

– **A variety of observational drawings.**
For example, life drawing and drawings of spaces, places, objects and people. Try to show us work in a variety of media.

– **A selection of your best project work.**
Include work which shows your interests and enthusiasms. Projects normally include some visual research work, development work and final outcomes.

– **3D work as photographs.**
Include photography of sculptural, spatial or experimental 3D work.

– **Digital work.**
This could be 2D or 3D work in any software.

– **Group work.**
Include projects or collaborative work you have done.

– **Notebooks and sketchbooks.**
Use your sketchbooks and visual journals to show us a real enthusiasm for your subject. Evidence of your creative process and ideas is very important!

Character MakeUp Design: Character designers are interested in all aspects of character. As this is a very wide ranging discipline, we want to see good ability in sculpting, 3D work and creative experimentation.

Costume Design: Costume designers are interested in people and what they wear. You may have designs for costumes and characters, and can show an interest in fashion, textiles, fabrics and materials.

Production Design: Production designers are primarily interested in dramatic spaces. This is a wide-ranging discipline so any spatial and 3D work is useful.

**Visual
Communication
Design**

Your portfolio will normally include:

— **A wide range of creative work.**
Visual Communication Designers have an enthusiasm for exploring ideas through different media and techniques. We want to see how you enjoy creative problem solving and researching into particular topics or ideas as a way of making work.

— **A variety of observational drawings.**
For example, life drawing and drawings of spaces, places, objects and people.

— **A selection of your best project work.**
Include work which shows your interests and enthusiasms. Projects normally include some visual research work, development work and final outcomes.

— **3D work as photographs.**
Include photography of sculptural, spatial or experimental 3D work.

— **Digital work.**
This could be 2D or 3D work in any software.

— **Notebooks and sketchbooks.**
Use your sketchbooks and visual journals to show us a real enthusiasm for your subject. Evidence of your creative process and ideas is very important!

"a vibrant atmosphere with a focus on research, creativity, technology and production..."
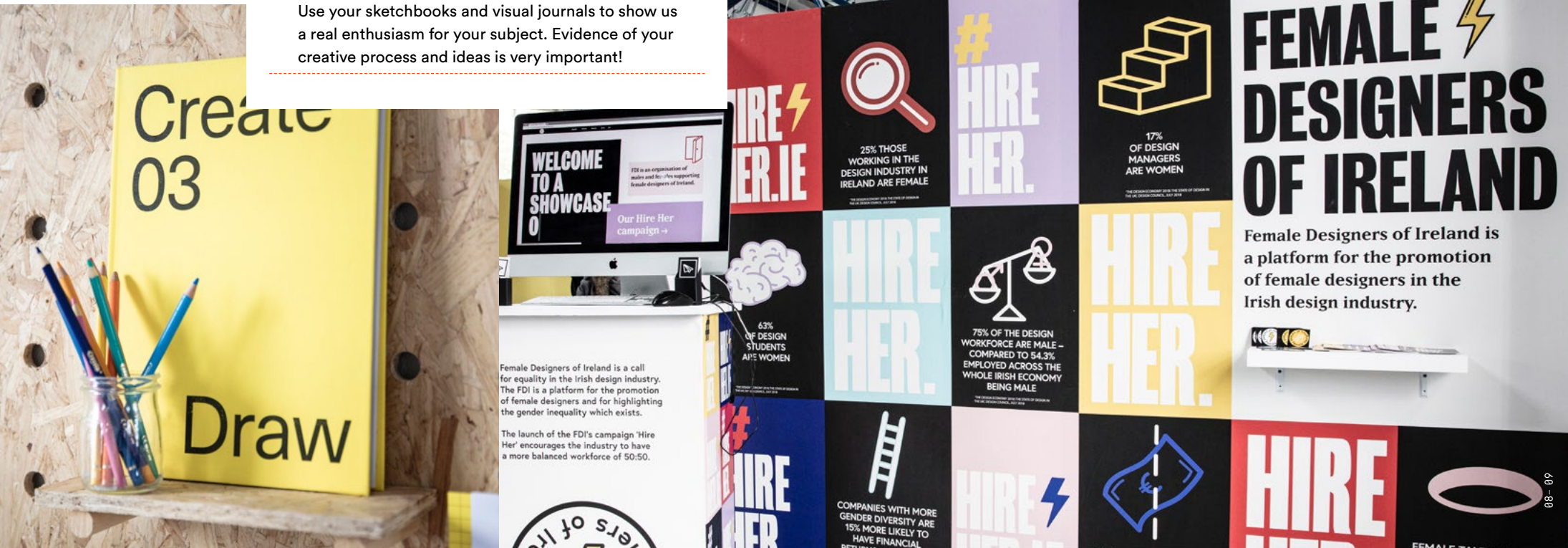
**Department of
Film + Media
Portfolio Guidelines**

Ideally, your portfolio should:

Be organised.
Decide how best to arrange your work. For example, it may be chronological or in thematic sections where the initial work is placed next to final pieces.

Not be a copy from photographs.
Do not include any artwork that is a copy from somebody else's work.

Be clear.
If you are including team work, tell us what your role was.

Include a CV.
Be sure to include a copy for each course you are applying to. Note details of hobbies, technical skills and involvement in activities relevant to that course.

Be selective.
Include and highlight your best work. We appreciate quality, not quantity. Do not include more than 30 pieces. Show work that is relevant to the course you are applying to and that demonstrates hard work, commitment and quality.

Include notebooks, sketchbooks, journals or **visual diaries.**
We want to see how you document your working process.

Animation

Your portfolio will normally include:

– **A variety of observational drawings.**
For example, life drawing, drawings of friends, family, animals, landscapes, objects, etc.

– **A wide range of creative work.**
Animation production artists have creative, conceptual, production and storytelling skills.

– **A selection of your best original artworks.**
Your portfolio should show your interests in art, animation and the world around you.

– **A minimum of two storyboards.**
Storyboards are like comic strips without the speech bubbles. They outline key moments of the sequence; usually actions, events and emotions. Your storyboards should set out ideas for short animated films/adverts, etc. in any subject or style.

– **Photographs or prints.**

**Creative Music
Production**
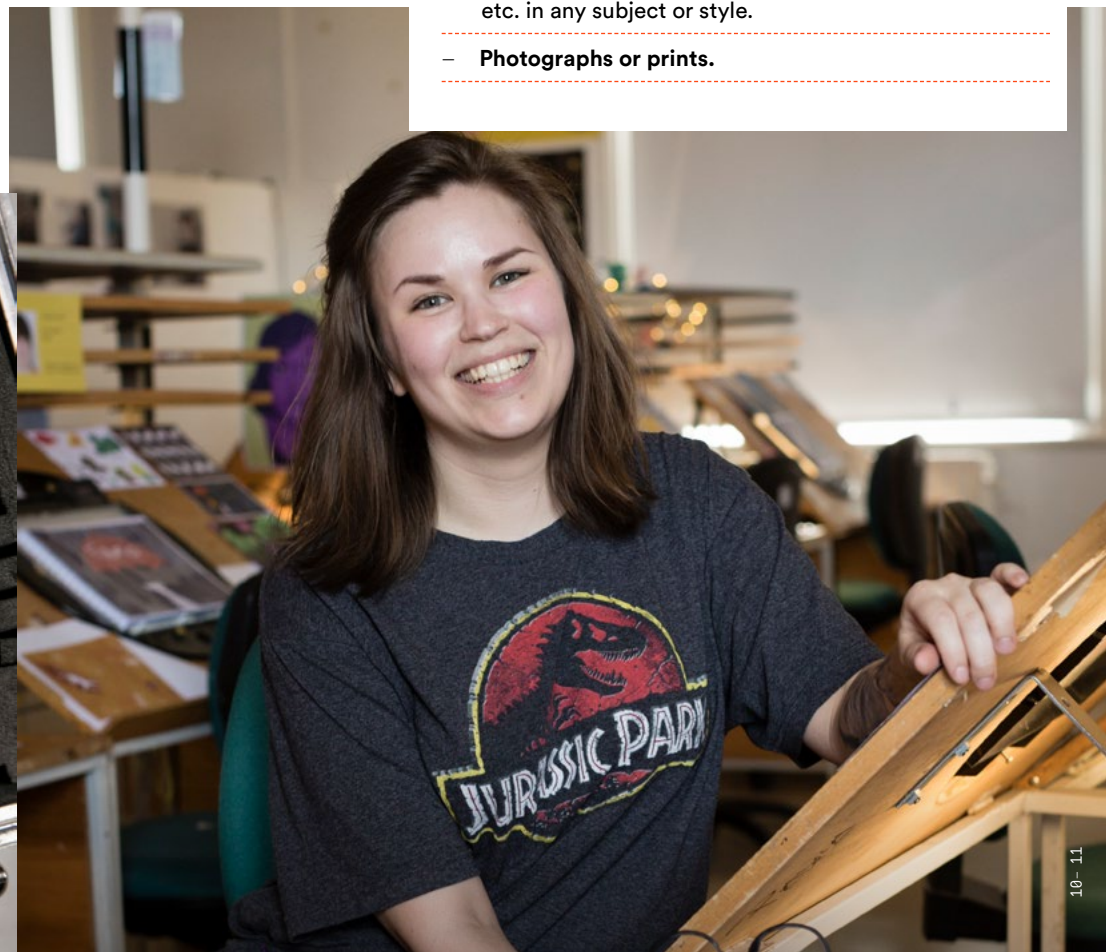
Following your application to the CAO, you will be contacted and asked which pathway you wish to apply for. You will be sent more details on the next steps. In summary, you will be invited to:

1.   Submit a portfolio for the Production pathway:

i.   Two short pieces of music, ideally showing contrast, with a written piece describing your role OR

ii.   A short reflective essay discussing a concert/genre/ artist demonstrating your interest in the course.

2.   Audition for the Practice pathway:

A short, 3 minute audition demonstrating core instrument skills and showcasing your creative musicianship. You will be asked to specify your instrument. The course currently accommodates Strings (guitar, bass, bowed strings), Percussion, Vocal, Keyboards and Electronic Instruments/ Performance Solutions.

Film + Television Production
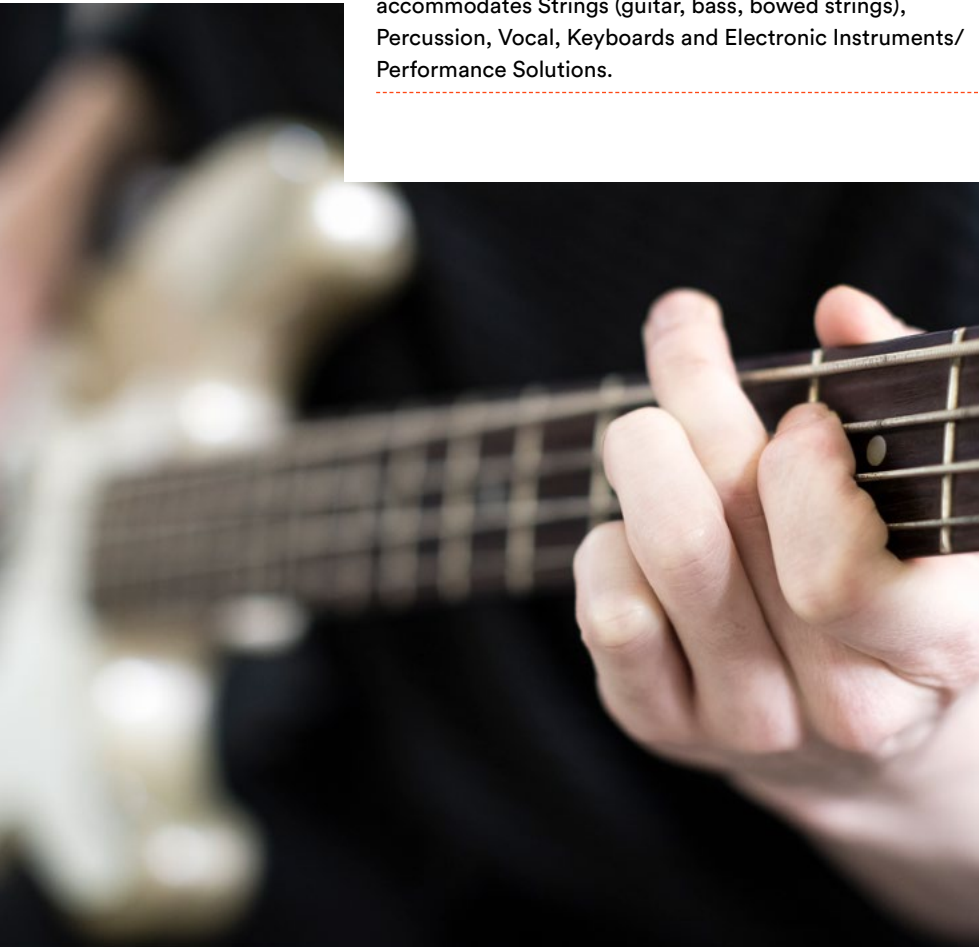
Your portfolio should include the following:

– **Film and other video content**
Please include at least one completed video – this can be film or television, documentary or experimental work. Content should be on a USB memory stick (.mp4 or .mov files only) and include a non-password protected link to Vimeo/YouTube. Private links are recommended. Please state clearly your role(s) on each production and include this as part of your CV/Personal statement. The panel will watch a minimum of four minutes – so put your best work first!

– **Written Material**
  – **CV/Personal Statement.** We are looking for unique and original audio visual storytellers with a passion for film making in all its forms. A CV/Personal Statement listing relevant credits and work (in this field or a related one) is compulsory.
  – **Critical Analysis.** Write a short critical analysis of each film or piece of work you have submitted. Consider the challenges, and what worked and what didn't. What would you do differently?
  – **Table of Contents.** Please include an index of the video material and the contents of your portfolio.

– **Other Material (optional)**
Film + TV crews include diverse creative contributors. If you have abilities or experience in a particular area, tell us about it! Optional material you can submit could include:
  – **Screenplays or other creative writing.** Screenplays in the correct format (search for the industry-accepted screenplay format online), short stories, plays, etc. Please include a short synopsis for each piece.
  – **Audio Work.** Radio plays, music you have composed, and interesting soundscapes are all acceptable. If your interest is in sound design, please say so in your CV.
  – **Drawing or Concept Work.** Show us in a few relevant pieces that you have a good eye and imagination. You can submit storyboards, costume and production design sketches.
  – **Production Work.** Include any production or planning paperwork you have written such as production packs or budgets.
  – **Directing Work.** Include pre-visualization, casting notes, notes you made on style or theme, shot lists, floor plans, and research notebooks.
  – **Camera Work.** If you have an interest in cinematography, then please highlight it in the video material you submit, and include any relevant research material.
  – **Photography.** Include a selection of your best work in black + white and/or colour, and supply all images on print. If your work is digital, then supply high-quality .jpg. We look for photo essays or thematic work.
  – **Showreel.** If including a showreel remember to clearly state your role(s) on each clip.

Your portfolio can be hard copy or digital. If you are submitting digitally, please submit a USB stick with only the following file types:
- Video - .mp4 or .mov
- Paperwork - .pdf
- Images - .jpg or .pdf
- Audio - .mp3 or .wav
Please do not submit DVDs or CDs.

**Photography**

Your portfolio will normally include:

– **20-30 pieces of work.**
From fashion and advertising to contemporary art and digital media, creative photographers are highly sought after and play a leading role in reflecting our increasingly visual society and culture. We want to see work which shows your interests and enthusiasms.

– **A personal statement.**
This should outline your interest and passion for photography.

– **An outline of your experience.**
Include work that illustrates your level of experience and technical competence to-date.

– **Published work.**
If you've had work published to-date, we'd like to see it!

– Work which shows your level of **understanding** of **composition, light, texture and form** when creating photographic images.

– Examples of both **monochrome** + **colour** photographs.

– **A research journal** with **clippings and other primary research material** that demonstrates an active interest in photography.

Talk to the experts! We offer portfolio workshops at our Open Days, check **iadt.ie** for info.

Department of Technology + Psychology Portfolio Guidelines
Interaction + User Experience Design

Your portfolio will normally include:

– **A selection of your best creative work and project work.**
Show us how you are curious about objects, places and spaces that people use and interact with, how they work, if problems exist, possible solutions or work arounds. This requires a real enthusiasm for visual research into particular topics, themes or ideas, creative problem solving, good visual skills and working in a variety of media. Include work which shows your interests and enthusiasms. Projects normally include some visual research work, development work and final outcomes.

– **A variety of observational drawings.**
These are drawings from life, not photographs, of people, spaces, places, objects.

– **3D work as photographs.**
Include photography of sculptural, spatial or experimental 3D work.

– **Digital work.**
This could be 2D or 3D work in any software.

– **Group work.**
Include projects or collaborative work you have done.

– **Notebooks and sketchbooks.**
Use your sketchbooks and visual journals to show us your enthusiasm and enquiry into a subject(s). Evidence of your creative process and ideas is very important!

– **Storyboards, Diagrams, Maps.**
Storyboards are like comic strips that outline key moments of the sequence through pictures; usually actions, events and emotions. Your storyboards might show how something works or how people interact with an object/place/space (in any subject or style). Maps and diagrams can explain how something works, how to get there or show the key points along the way.

– **Photographs or Prints.**
Include observations of objects, places, spaces, people; sequences telling a story.
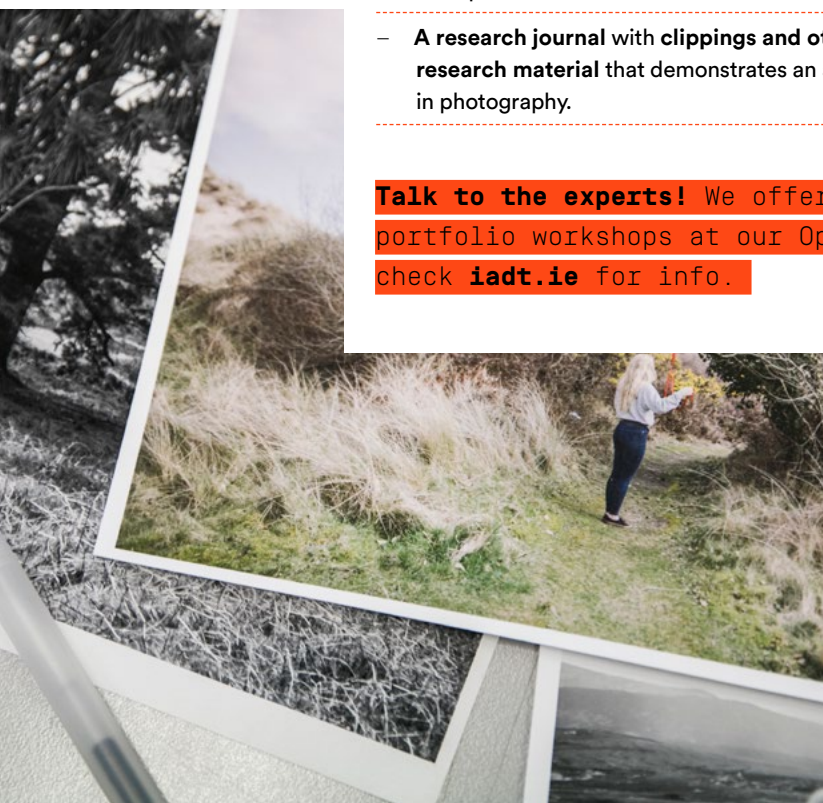
How do I apply to IADT?

All applications for admission to the first year of our undergraduate courses must be made directly to the CAO by the 1st February. Please visit cao.ie for application guidelines.

Courses in the IADT Departments of Design + Visual Arts and Film + Media and the BA (Hons) in Interaction + User Experience Design also require that you submit a portfolio of your work for assessment. These courses are referred to by the CAO as "Restricted".

You can use the CAO Change of Mind facility (by the 1st July annually), but you can only either remove a restricted course or change the order of preference in your application. You cannot apply to, or add, a new restricted course after the 1st February.

No late applications can be accepted – no exceptions!

When do I submit my portfolio?

We will contact you via the email address that you supplied to the CAO towards the end of February to inform you of your portfolio assessment date, which will be mid-March. You deliver your portfolio to us on the morning of the specified date, complete with the labels, etc. that have been emailed to you.

Please note: if you cannot bring your portfolio in person, it is your responsibility to ensure that it is delivered to us and collected from us.

When can I collect my portfolio?

You will collect your portfolio in the afternoon of the same day you bring it in for assessment. Faculty staff will be available to provide feedback on your portfolio.

When will I know the outcome of my portfolio assessment?

In early April, you will be notified by email by our Admissions Office of the points you have been awarded in your portfolio assessment.

Points allocated for the portfolio are combined with the points from your Leaving Certificate (or equivalent).

How are portfolios scored?

Portfolios are scored out of 600 points; the pass mark is 240 points (40%). If you get less than 240 points, you will not be considered eligible for the course.

How do I calculate my total points score?

i.   Take your portfolio score – e.g., 360 points.
ii. Take your Leaving Certificate points, mature student score, or FETAC/QQI points – e.g., 400 points.
iii. Add 1 to 2 – e.g., 360 + 400= 760 points.

This is your total points score with which you compete for a place in the course.

Please check iadt.ie/courses for information on our courses minimum entry requirements.

What happens if I apply for multiple courses in IADT?

If you apply for more than one course, your portfolio will be separately assessed for each course. Bear this in mind when preparing your portfolio; it is not unusual for an applicant to receive a favourable response in one course and not in another.

What if I have prepared a 'special project' portfolio for other colleges – do I have to prepare a second portfolio for IADT?

Some institutions now limit you to the completion of a "special project" as the only content for your portfolio. At IADT we do not ask for a "special project" because we recognise that every applicant is different, and as such the portfolio should show your individual abilities, interests, and readiness to join one of our innovative courses.

If you have completed a "special project", or you are working on one – that's fine. If you are pleased with it, do include it in your portfolio. But please remember, we want to see the work that clearly shows you are ready for the opportunities offered by our courses.

Are there any alternatives to the Portfolio Assessment?

Yes, there is an alternative option for the courses listed below. In February you can attend a half day Practical Project Day for these courses:

– DL827 BA (Hons) Art

– DL828 BA (Hons) in 3D Design, Modelmaking + Digital Art

– DL829 BA (Hons) Design for Stage + Screen – Costume Design

– DL830 BA (Hons) Design for Stage + Screen – Character MakeUp Design

– DL831 BA (Hons) Design for Stage + Screen – Production Design

– DL839 BA (Hons) Interaction + User Experience Design

If you do not have a portfolio of work that you feel strongly about due to exam pressures or you have been out of education for a while, etc., you can be assessed on your performance on the Practical Project Day without the need to submit a portfolio for that course.

You can equally attend the Practical Project Day in February and submit a portfolio in March if you wish.

The grading system is of equal weight both for the Practical Project Day and the portfolio submission. If you decide to opt for the Practical Project Day and not to submit a portfolio, then the grade you receive for the Practical Project day will represent your final score for that course. If you decide to opt for both the Practical Project Day and portfolio submission, then the highest grade achieved in either the Practical Project Day or the portfolio submission will be your final score for that course.

Once you have applied for one or more of the above courses via the CAO before 1st February, our Admissions team will contact you via email regarding the Practical Project Days. Please note this initiative only applies to the above courses.

Read more on IADT Portfolio Guidelines and Assessments on iadt.ie/study/portfolio-guidelines.

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