



# The Portfolio CookBook

Version 1.1 — February 2022

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# What's a Portfolio?

*And what's the purpose of it?*



## A Portfolio is ...

A *short* self introduction.

A perfectly staged and carefully selected compilation of *artworks* and a showcase of your *workflows and creative thinking processes*.

Your portfolio should show who you are as an artist/designer.

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Image: RODNAE on pexels.com

“What should I  
include in my Portfolio?”

*AND WHEN IS IT TOO MUCH?*



## A Portfolio contains ...

First and foremost, your portfolio should include a written commentary of more than 500 words on your motivation to study illustration, graphic design, or animation at BSBI.

***This is mandatory and failure to do so will result in the portfolio submitted being disregarded.***

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Image: Judith Browne on unsplash.com



## A Portfolio contains ...

**Only work that serves the purpose.**

A portfolio to apply for BA Animation is different to a portfolio for BA Illustration.

If you want to show the quantity of your work, create an overview, but then also go into detail.

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*Image: cottonbro on pexels.com*

## A Portfolio contains ...

Only work that you are convinced of.  
Keep in mind, that your portfolio is reviewed without any commentary. If it contains parts where you reason why it look the way it does – don't put it in your portfolio.

When in doubt, leave it out.

Your works can contain: sketches, drawings, paintings, photographs, digital artworks and design, sound work and even short films.

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*Image: Vinicius "amnx" Amano on unsplash.com*





## A Portfolio contains ...

**Not too few and not too many artworks.**

We have to judge your talent, your versatility and your abilities through your portfolio. Putting too few artworks in your portfolio, is a missed opportunity.

When you put in too many artworks, chances are, not every artwork is seen.

Try to stay between 5 to 20 artworks.  
A good Optimum is around 10.

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*Image: Tobias Fischer on unsplash.com*

“What should my  
Portfolio look like?”

***AKA THE APPROPRIATE PRESENTATION OF YOUR WORK***

## A few rules

Your portfolio serves as a frame for your artwork.

Create a consistent layout that is **clean, subtle and not distracting**. Show your work as large as possible.

Don't show multiple artworks or projects on the same page.

When showing details, show them close up.

Do not use situational mockups for your artwork.

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*Image: Martino Pietropoli on unsplash.com*

## A few rules

Keep information about yourself minimal.

Add information about the artwork, e.g. title, task, materials, process, backstory, learnings ...

If it is a group work, make it clear what your tasks were.

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*Image: Kam Idris on unsplash.com*

## Delivery form

*Your portfolio can be a PDF, a Website or a Showreel.*

You can upload your PDF once you've applied via our online submission system within the Applicant Portal. Maximum Filesize: 512MB

If your Portfolio is a Website or Showreel, provide the link and make sure it stays active until you receive a notification about your application.

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*Image: Denise Jans on unsplash.com*

## Delivery form

Provide a description to the projects, state which materials you created and which might be stockmaterial (see chapter “*I got inspired by another artist*”)

If you have a physical portfolio (a book or bound canvases) take Photos (see chapter “*How do I take Pictures of my artworks?*”) and compile them into a PDF.

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Image: Eri Pançi on unsplash.com





## Delivery form

Ensure you embed high quality scans or photographs of your visual work wherever possible (4000px in either height or width).

More info as guidance can be found at <https://youtu.be/LnqwnTMq7LY>

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*Image: Lorenzo Herrera on unsplash.com*



# Your artwork is the hero!

*AND YOUR PORTFOLIO IS THE APPROPRIATE FRAME*

*Image: Igor Miske on unsplash.com*



**DO** Create clean Layouts with large Images of your artworks



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**DON'T** Create Layouts with small Images of your artworks



**LOREM IPSUM DOLOR SIT AMET**



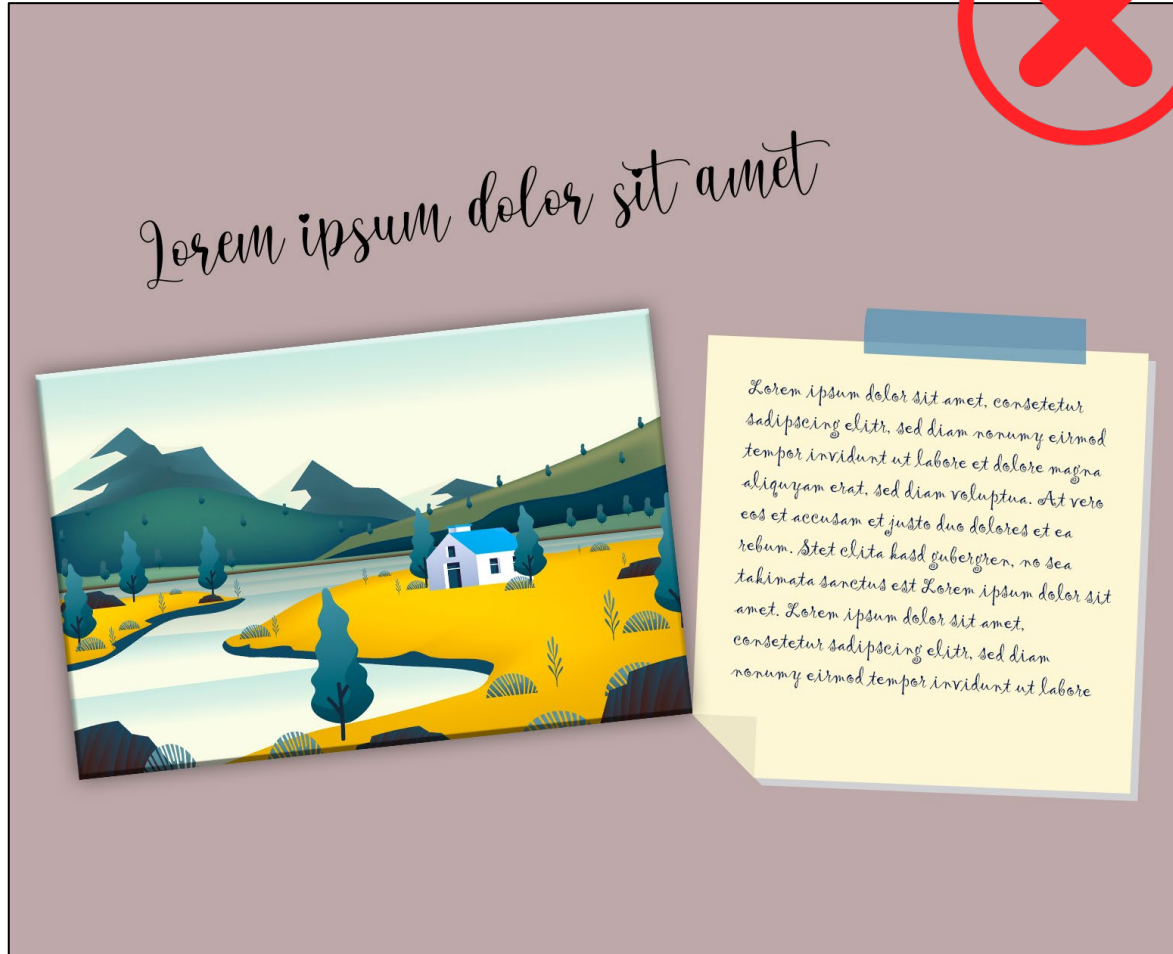
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# DON'T

Create playful, loud and distracting layouts.



# DON'T

Present several projects on the same page, unless there is a detailed follow-up page



**DO** Use functional mock-ups.



**DON'T** Use situational mock-ups.



“How do I take pictures  
of my artworks?”

*HOW TO DO YOUR ARTWORK JUSTICE*



## How to take pictures

Take photos directly from above your artwork.

Align your artwork at right angles.

Make sure there are no shadows on your artworks.

Use enough (neutral) light or a bright environment.

Rotate & straighten the images if necessary.

Avoid busy & distracting backgrounds.

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*Image: Luis Quintero on pexels.com*

**DO** Show the pure, cropped artwork



Image: Justus Cana on unsplash.com

**DO** Show the



Image: Justus Cana on unsplash.com

**DON'T** Show too much of the Surrounding background.

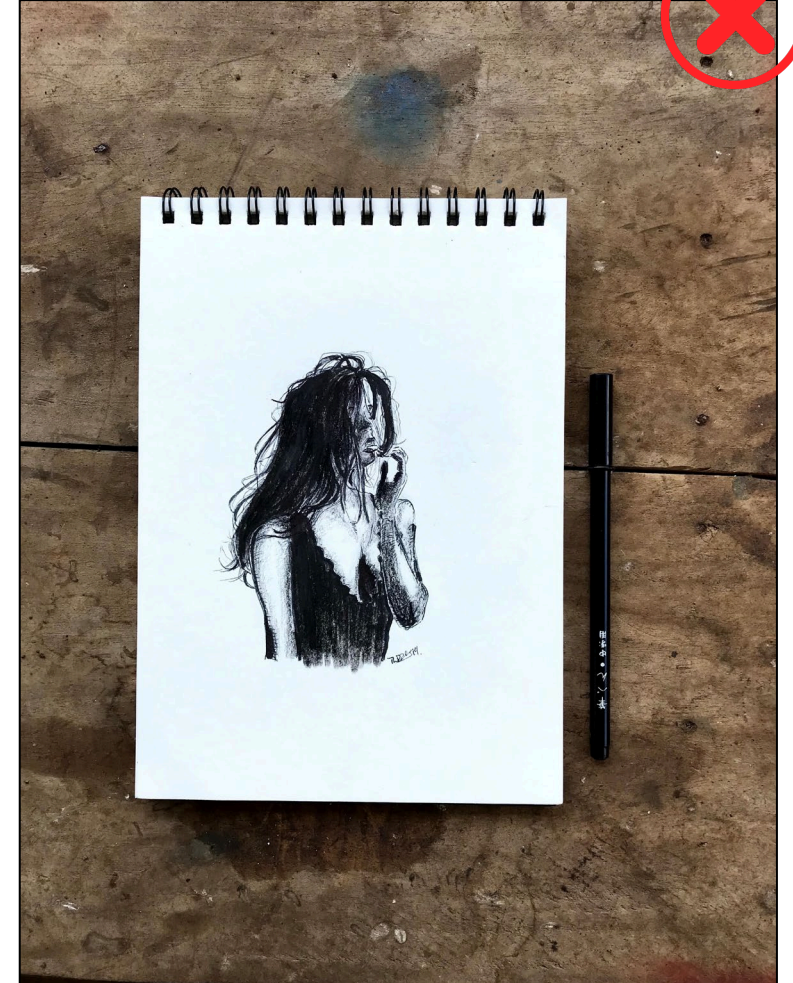


Image: Justus Cana on unsplash.com

# DON'T

Shoot your work at skew or at an angle.



Image: Luana Azevedo on unsplash.com

# DON'T

Put your artwork on bright and busy backgrounds.

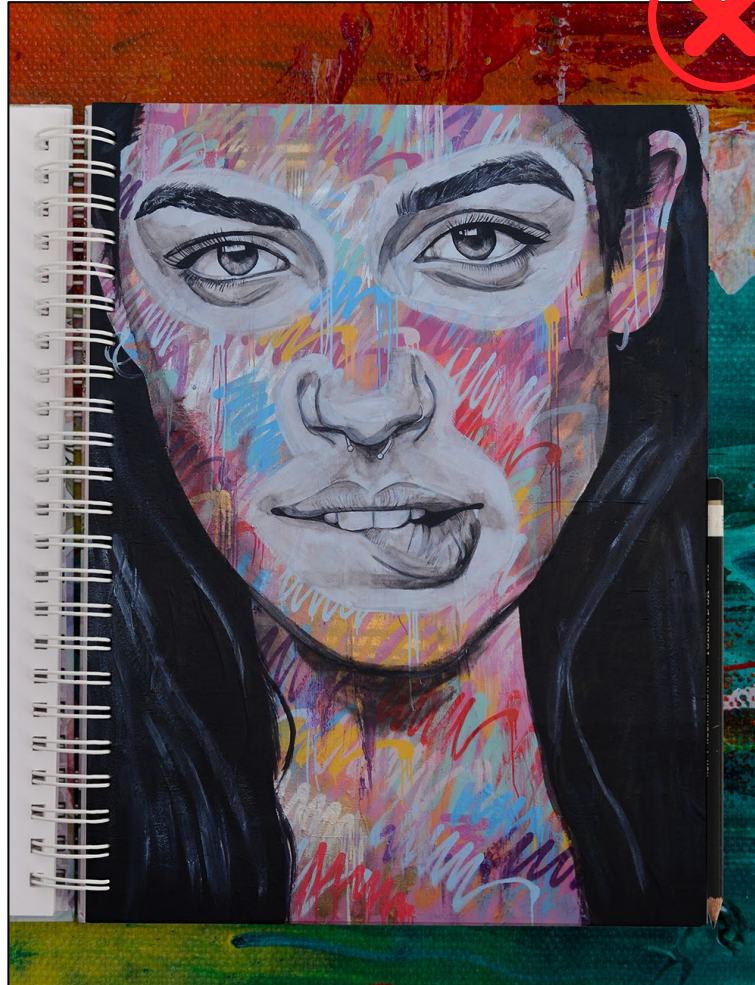


Image: Jakub Durian on unsplash.com

# DON'T

Show artwork that has been done on lined paper.

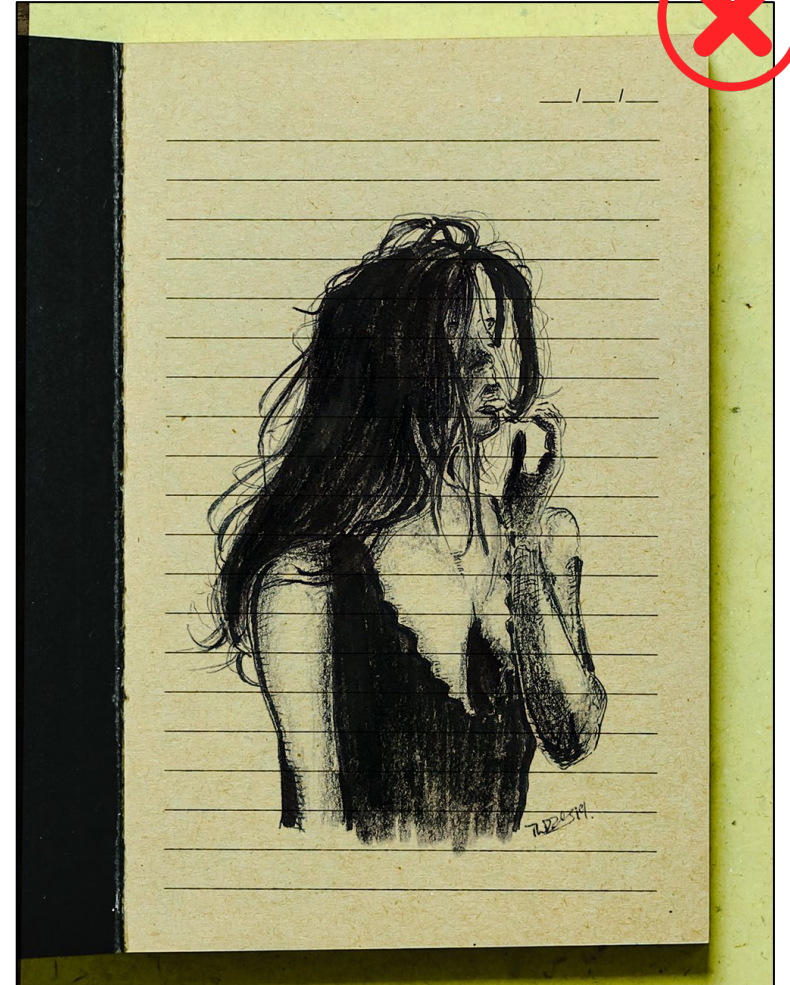


Image: Justus Cana on unsplash.com

# DON'T

Cut things off your artwork



Image: Andrés Gómez on unsplash.com

# DON'T

Use overexposed photos.



Image: Andrés Gómez on unsplash.com

# DON'T

Objects casting shadows on your artwork.



Image: Andrés Gómez on unsplash.com



# DON'T

Shaky images due to bad lighting.



Image: Justus Cana on unsplash.com

# DON'T

Out of focus images.

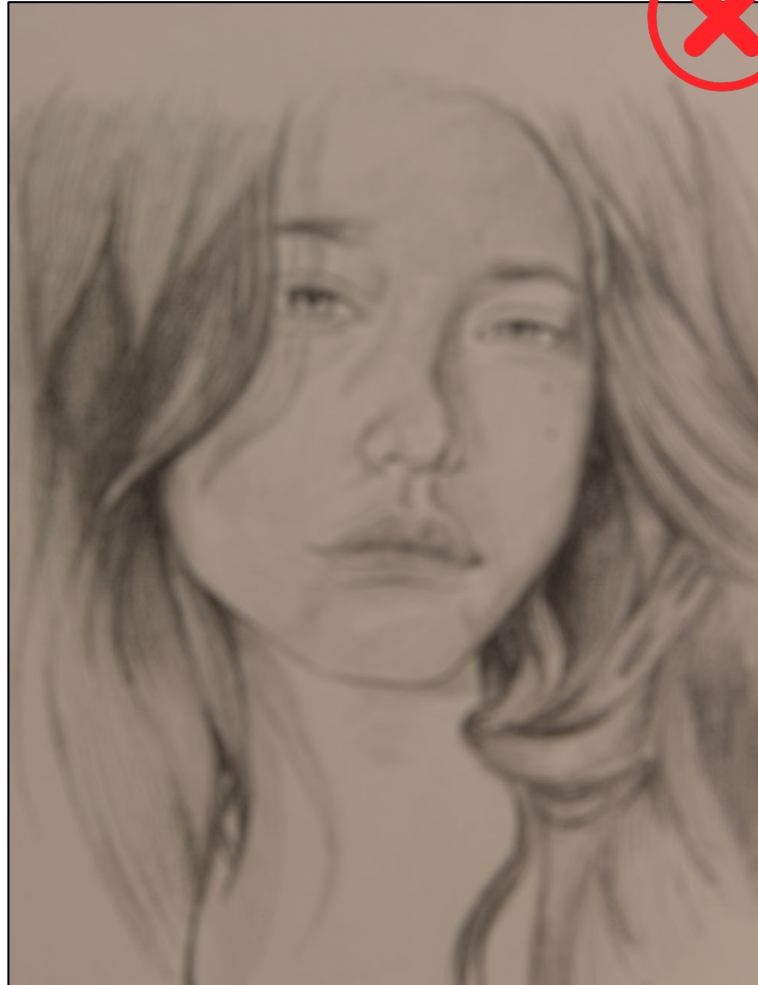


Image: Andrés Gómez on unsplash.com

# DON'T

Uneven lighting of the artwork.



Image: Andrés Gómez on unsplash.com

“I got the inspired  
by another artist.”

***HOW TO AVOID LEGAL ISSUES OR DISQUALIFICATION***

## Using others' work / assets

It's normal for beginning artists to “redo” the work of artists they admire.

It's normal to integrate other artists' work into your own work.

It's normal to follow tutorials and use their given resources and assets.

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*Image: murat esibatir on pexels.com*



## Solution

Credit the original artist.

**Write in the project description what your intentions were and what your part in the creation of the artwork was.**

If you illustrate Comic / Manga / Anime Characters, credit the original Artist. If you use Stock material credit the Creator.

**Failing to do so, will result in disqualification.**

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*Image: Greta Hoffman on pexels.com*

**DO** Credit the artist, explain your reasons and explain your process and learnings



## LOGO PROJECT BSBI FACULTY

Photography by Ketut Subiyanto

I created the Logo and lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

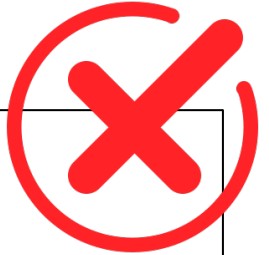


# DON'T

Just use other artists' images or Stockphotos / -videos without giving credit and mentioning it.



**LOGO PROJECT  
BSBI FACULTY**



# Thrill us.

