

HEREFORD  
COLLEGE OF  
ARTS

JAN 2024

A 5-MINUTE  
READ

# PORTFOLIOS

(don't have to be scary)

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# PORTFOLIOS

WHAT ARE THEY?

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## WORK IN PROGRESS

If you're applying for a creative course, there's a good chance you will need a portfolio.

It might be your first portfolio. It won't be your last.

No matter how experienced you are, it can seem like a big & daunting task trying to refine everything about you as an artist or designer (or a person) into one single PDF file, or an A2 folder.

The truth is, it shouldn't be. Because that isn't what a portfolio is for.

This guide features some great tips on how to make sure the experience of creating your portfolio ends up with a document that you will love.



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For our degree staff, we are looking for your PASSION and PERSONALITY and POTENTIAL. That is different for every student.

We don't expect you to be the finished product. Your portfolio is just a jumping off point to start talking about things in your interview.

- > It is not a final exam. Or a chance to critique your work.
- > It is a flavour of who you are and what you love. It's uniquely **YOURS**.

To help you get started, we asked three of our lecturers (and very talented professional artists and makers) for their personal Top Tips on taking on the blank (portfolio) page.

TIPS >>>>

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# NICHOLAS



# STEVENSON

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Illustrator and animator for the likes of the New York Times, Google Arts + Culture, Urban Outfitters, Anorak Magazine.

“

+ Lecturer on HCA's Illustration and Illustration + Animation degrees.

1. Show us what you like about the world, as well as the work you like to make. (Horse riding and Upholstery, Motor Bikes and Jewellery, Black Metal and Graphic Design etc etc etc....)
2. The industry is always looking for new, fresh and sometimes raw ideas. Don't feel like your portfolio has to look like your heroes. Look like yourself with whatever imperfections that comes with, those might wind up your strengths.
3. Take yourself as seriously as you want to be taken! Speak positively about your work and your experiences.

NEXT >>>>

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# DANIEL



# PRYDE -JARMAN

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Artist, sculptor and curator (Venice Biennale, Royal Society of Sculptors, Manchester Contemporary).

“

+ Course Leader on HCA's Fine Art degree.

1. Don't get too hung up on everything looking finished and realised as highly polished final pieces.
2. As art tutors, and artists ourselves, we love seeing potential and get excited about what you could do next, and the exciting ways in which the work could evolve in the future.
3. Tell us about what excites you as an artist and in life. What are you passionate about? If you're in a band, are learning something new, or are obsessed with K-Pop, tell us! We'd love to hear more about you and what makes you tick.

NEXT >>>>

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# FLETT



# BERTRAM

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“

Textile designer specialising in print and embellishment for luxury fashion (Chanel, Alexander McQueen).

+ Course Leader on HCA's Textile Design degree.

1. Show work in progress as well as polished outcomes. We want to see your experiments and journey to your outcomes, along with polished final pieces.
2. Be able to articulate your work, we want to see you speak about your portfolio with passion and enthusiasm.

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# OVER TO YOU

Good luck. Have fun. And remember that your portfolio (and the interview process ) is just Day One of your next step as creative student. Embrace it.

Staff are there to support you as an individual AND as an artist - and that starts from your interview.

If you want to find out more about applying to HCA, you can email [outreach@hca.ac.uk](mailto:outreach@hca.ac.uk) or call 01432 273359.

Applications to our degree courses are **open** year-round.

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