

# PORTFOLIO HELP - DESIGN AREA

**A Portfolio is a storytelling board to present the applicant's body of work to the Course Leader when applying to the programme. Portfolios are meant to exhibit the best works the applicants developed throughout their studies (academic, professional, or amateur ones), to present their competencies, their style and their potential.**

## TWO-YEAR MASTER OF ARTS IN INTERIOR DESIGN

*Academic Diploma Level II - in English / Italian languages  
120 CFA (1 CFA = 1 ECTS)*

**SIZE:** select a minimum of 4-5 projects.

**SKILLS:** basic knowledge: Adobe Illustrator, Adobe Photoshop, AutoCAD or similar software.  
Additional knowledge: 3D Rendering software tools.

### → **WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?**

Primary/Essential Projects: architectural projects with maps and sections.

Secondary Projects: renderings, sketches.

Every project must be introduced by a brief description, pointing out if the project was developed in an educational or professional context (e.g. "education/academic, 2018", "professional, 2010", "internship, 2016") and if it was developed as an individual or group project.

You may include group projects in your Portfolio as long as you specify your personal work, identifying all the authors of the project with their full names.

Select clear and consistent graphics to highlight the quality of your shots and to underline their content.

## TWO-YEAR MASTER OF ARTS IN PRODUCT AND SERVICE DESIGN

*Academic Diploma Level II - in English / Italian languages  
120 CFA (1 CFA = 1 ECTS)*

**SIZE:** select between a minimum of 4-5 projects, to a maximum of 10-12.

**SKILLS:** basic knowledge: modeling and rendering of objects, basic graphic design and visual design.  
Additional knowledge: infographic design, UX/UI design, hand drawing.

Software skills: Adobe Illustrator, Adobe Photoshop, Adobe InDesign.

### → **WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?**

Primary/Essential Projects: product design and/or service design projects with drawings, renderings, infographic.

Secondary Projects: other design projects, illustrations, video, photography, etc.

Every project must be introduced by a brief description, pointing out if the project was developed in an educational or professional context (e.g. "education/academic, 2018", "professional, 2010", "internship, 2016") and if it was developed as an individual or group project.

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## TWO-YEAR MASTER OF ARTS IN

### **SOCIAL DESIGN**

*Academic Diploma Level II - in English / Italian languages  
120 CFA (1 CFA = 1 ECTS)*

**SIZE:** select from a minimum of 4-5 projects or personal experiences in the social design field, to a maximum of 10-12.

**SKILLS:** basic knowledge: design thinking, basic graphic design and visual design.

Additional knowledge: product design, interior design, communication design, architecture, hand drawing.

Software skills: Adobe Illustrator, Adobe Photoshop, Adobe InDesign.

#### → **WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?**

Primary/Essential Projects: design and/or architecture with social impact.

Secondary Projects: other projects and experiences, illustrations, video, photography, etc.

Every project must be introduced by a brief description, pointing out if the project was developed in an educational or professional context (e.g. "education/academic, 2018", "professional, 2010", "internship, 2016") and if it was developed as an individual or group project.

You may include group projects in your Portfolio as long as you specify your personal work, identifying all the authors of the project with their full names.

Select clear and consistent graphics to highlight the quality of your shots and to underline their content.

## ONE-YEAR ACADEMIC MASTER IN

### **NEW URBAN DESIGN**

*Academic Diploma Level I - in English / Italian languages  
60 CFA (1 CFA = 1 ECTS)*

**SIZE:** select from a minimum of 3 projects or personal experiences in the urban design field, to a maximum of 6.

**SKILLS:** basic knowledge: strategic design, teamwork attitude, design thinking, basic graphic design and visual design. Additional knowledge: product design, interior design, communication design, architecture, hand drawing.

Software basic skills: Autocad, Adobe Illustrator, Adobe Photoshop, Adobe InDesign.

#### → **WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?**

Primary/Essential Projects: design and/or architecture with urban impact: physical or strategic (e.g.: plaza renewal through a new design or space transformation through a temporary social event).

Secondary Projects: other projects and experiences related to the urban environment, through illustrations, video, photography, etc.

Every project must be introduced by a brief description, pointing out if the project was developed in an educational or professional context (e.g. "education/academic, 2019", "professional, 2020", "internship, 2021") and if it was developed as an individual or group project.

You may include group projects in your Portfolio as long as you specify your personal work, identifying all the authors of the project with their full names.

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## 1. COVER PAGE

Provide your first and last names and a brief definition of your profession (e.g. Fashion Designer, Graphic Designer, etc.).

## 2. INDEX

It is necessary to identify the main criteria (e.g. chronology, theme, content, etc.) that you used to develop the Portfolio and to present your work. The Index is essential to show the coherent structure and organization of your Portfolio.

## 3. STATEMENT OF PURPOSE

This is a brief declaration of intents, to communicate your artistic and professional goals, in a broader and long-term perspective.

## 4. CV

The CV/resume is more concise and focused on your own competencies (software, languages, etc.) and experience (academic and professional) in the field you want to apply for. For Visual Arts, you may add a list of exhibitions, galleries, published pieces and competitions you took part to or the awards you won.

## 5. PROJECTS

**QUALITY OVER QUANTITY:** your Portfolio is the result of a series of choices you make by selecting which piece to include and not to include. Remember that it is always best to present fewer pieces, keeping the quality of your work high, rather than presenting a long Portfolio, composed of too many, low-quality elements.

**VARIETY:** it is best to show a variety of skills and approaches, and your adaptation to projects that show the use of different techniques. In case your body of work includes projects coming from different areas of study, start off your Portfolio with the area that you are applying for, and then include the remaining projects if you have any room left.

**CONCEPT:** remember to always introduce the project with a brief description that presents its contents.

Group Projects. You may include group projects in your Portfolio, but remember to highlight which part of the project is your work.

## 6. CONCLUSION

Remember to thank the audience for taking the time to read your Portfolio, to leave them on a positive note.

Also, you must include your contact information (email and personal website if available) in this final section.

## GENERAL TIPS

**LAYOUT:** choose a simple yet organized layout, which must be well defined and constant throughout the whole Portfolio.

**STYLE:** it must be the same throughout the whole Portfolio, from the graphical structures, to the colors, to the font, etc. Every stylistic choice will represent your personality (e.g. vintage, fashion, pop, minimal, classic, etc.).

**IMAGES:** photos and pictures must be in high definition (minimum 300 dpi) and black&white is allowed only for project-related images.

**HONESTY:** be real about your competencies and skills, since NABA Course Leader will refer to your Portfolio to evaluate you and to understand your strengths and weaknesses.

**ERRORS:** do not underestimate typing errors and remember to always double-check for spelling mistakes.

**LINK:** make sure every link in the document works.

**FORMAT:** the file format should be a non-editable PDF.

**LANGUAGE:** make sure you are using the same language of instruction of the programme you are applying for; if you are applying for the English track, your Portfolio must be in English; if you are applying for the Italian track, Your Portfolio must

be in Italian. In either case, you must show your proficiency in the language of instruction.

**ADVICE:** do not be afraid to ask people you know (friends, colleagues, faculty, mentors, etc.) for a feedback on your Portfolio before submitting it with your application.

**PLAGIARISM:** applicants should not submit copied works. **Penalty for copied material or plagiarism is the nullification of the application.**

