Welcome

Portfolio Day

SUNY ESF Department of Landscape Architecture

11 November 2013

























Portfolio

- What <u>is</u> a portfolio?
- What should a portfolio include?
- How can you best present artwork?

What is a portfolio?

- A portable case holding papers or drawings
- An organized, thoughtfully presented collection of work
- An opportunity to visually demonstrate aptitude and level of accomplishment
- A compliment to other application materials

What is a portfolio?

- Introduction
- Organization of contents
- Contents
 - Type of projects
 - Presentation of projects
- Finishing touches

Introduction_Cover Letter

- Who are you?
- Have we met?
- Significance of your work
- Contact information

December 26, 2006

Gaelin Walsh 6350 Woodland Dr. Conesus, NY 14435 585-346-9621

Dear Members of the Admissions Committee:

Dacken Walsh

The following slides highlight the artwork I have completed during my high school years at Livonia Central School. The courses I have taken include Studio Art, Printmaking, Ceramics, and currently Computer Design. I truly enjoyed all the art classes I was able to take in high school and would have liked to take more. Over the past few years I have developed a serious interest in studying landscape architecture and look forward to studying design in depth.

Enclosed you will find examples of my work and a recommendation letter from a local landscape architect I have known for many years.

I am very excited about your program and hope I get the chance to study at your prestigious institution. Thank you for your time and consideration.

Sincerely,

Introduction_Cover Letter

January 4, 2007

Mr. Richard Hawks, FASLA
Head, Department of Landscape Architecture
Environmental School of Forestry
State University of New York
331 Marshall Hall
1 Forestry Drive
Syracuse, NY 13210

Re: Greg Pashek's Application to ESF SUNY in landscape Architecture for Fall, 2007

Dear Professor Hawks:

Last summer, I had the opportunity to visit ESF SUNY, tour the campus and meet you. I also sat in on the Blairsville "Your Town" meeting last fall.

Before the holidays, I submitted my application to ESF SUNY. You recommended last summer that I submit a portfolio of work with my application. Please consider the attached portfolio with my online application to the University.

Should you have any questions, please contact me.

Respectfully submitted,

Greg Pashek

1006 Elmhurst Road

Pittsburgh, PA 15215

412-781-3666

pashekfc7@comcast.net

Organization of Contents

- List of each piece in the portfolio
- Organized by subject, media type or chronological
- Provide a name for each piece

Gaelin Walsh					
Slide Directory for ESF Landscape Architecture Program					
Slides	<u>Title</u>	Size	Project Intention	Media	
Slide # 1	Untitled	8 ½ × 12	Op-art	Ink	
Slide # 2	Falling Leaves	11 ½ × 8 1/2	Texture, color and composition	Ink	
Slide # 3	Analogous	8 ½ × 12	Op-art	Ink	
Slide # 4	Ice	8 × 8	Monochromatic	Ink	
Slide # 5	Bottle and Apple	16 ½ × 12	Develop Drawing Skills	Pencil	
Slide # 6	Corn	16 ½ × 12	Sketchbook	Pencil	
Slide # 7	Black and White	11 ½ × 8 ½	Art of the Word	Ink	
Slide # 8	Spears	71/2×6×31/2	Create object using spears	Clay	
Slide # 9	Untitled	6 ½ × 7 ½ × 7 ½	Coil Pot	Clay	
Slide # 10	Untitled	4 × 5 ½ × 5	½ Thrown	Clay	
Slide # 11	Untitled	4 × 7 ½ × 5	Create Tea Pot	Clay	

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What should a portfolio include?

- Drawings: pencil, pen & ink, charcoal, pastel, mixed media

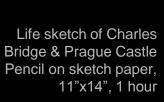
- Paintings: ink washes, watercolor, acrylic, oils

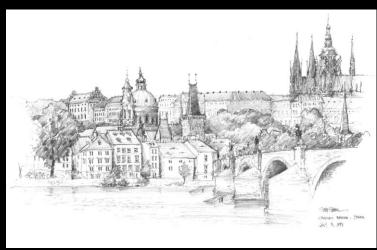
- **Drafting:** architectural & mechanical drawings, AutoCAD

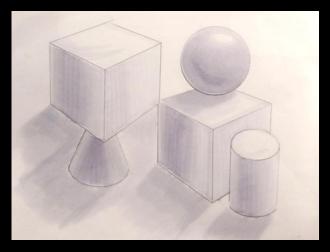
Pencil



Interior household stairway, Pencil on sketch paper, 11"x14" M. Yang, 2002, 2 hours, HS studio art







Still life, Pencil & grey marker on sketch paper, 9"x12", J. Goggin, 2001, SUNY Delhi

Paintings and Pastels

MODEL DIAGRAM. DRAW. BUILD. MO



Watercolor still life on sketch paper, 11"x14" M. Yang, 2002, 2 hours, HS studio art



High contrast tempra portrait on bristol board,

.MODEL.DIAGRAM.DRAW.BUILD.MODEL.DIAGRAM.DRAW.D

Design and Drafting



Site plan. SketchUp 3D model. A. Sheiferstine. Morrisville coursework



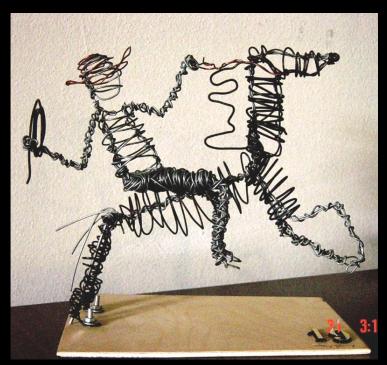
Site plan, AutoCAD, C. Gennarelli 2012, Morrisville coursework.

What should a portfolio include?

- Sculpture: all 3-D work, ceramics
- Photography: black and white, color, digital images of creative merit
- Design: furniture, jewelry, clothing, buildings, gardens, graphics, posters

Include design or conceptual drawings or photos of executed work

Sculpture



Wire sculpture - 10"x 10" M. Yang, 2002, HS studio art



Soapstone sculpture – 6"x 8" C. Bankus, 2000, HS studio art

Photography



Nature study, Digital image. R. Scudder, HS photography



Nature study, 35mm, 8"x 10" color print A. Petruzzelli, 2001, HS photography

Transfer student portfolios

- ESF BLA Guidelines for Portfolio Submission
 - "... used to assess drawing and other graphic communication skills, as well as, spatial awareness and the ability to visualize and convey design ideas."
- ESF BLA sophomore studio syllabi
- Contact program you are applying to for more details

Please review the complete LSA 226 and LSA 227 syllabi – BLA sophomore year - for a thorough explanation of the necessary skill and knowledge objectives. On-line at http://www.esf.edu/la/portfolio/

Design Knowledge

- Perception, critical analysis and interpretation of places
- Basic design vocabulary
- Spatial scale and definition
- Design process
 - organizing framework to investigate and solve complex problems
- Design theory
 - concept of landscape as a complex concept defined by human transformation of the environment
- Design Communication Skills
 - graphic representation, writing, verbal presentation, and critique

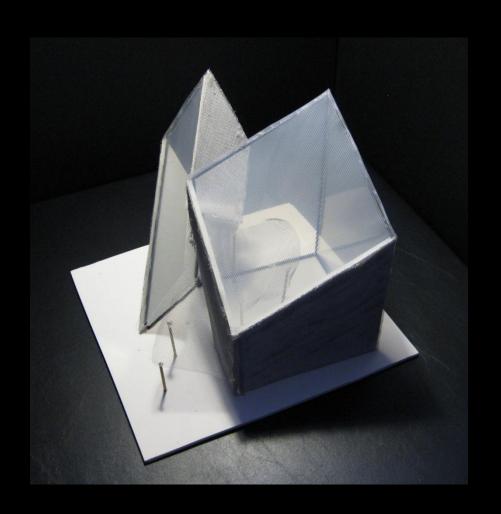
Please review the complete LSA 226 and LSA 227 syllabi – BLA sophomore year - for a thorough explanation of the necessary skill and knowledge objectives. On-line at http://www.esf.edu/la/portfolio/

Design Skills

- Process drawing
 - Thinking through design problems
- Drafting
 - Precision drawing for refinement and detailing
- Plan, section and axonometric drawing
- 1 and 2 point perspective
- Color
 - Communication in landscape representations
- Model making

Please review the complete LSA 226 and LSA 227 syllabi – BLA sophomore year - for a thorough explanation of the necessary skill and knowledge objectives. On-line at http://www.esf.edu/la/portfolio/

Model Making_Spatial Definition



This project meant for us to intersect two volumes, and to determine how to create interest with the resulting form."

From the portfolio of Robert Ross

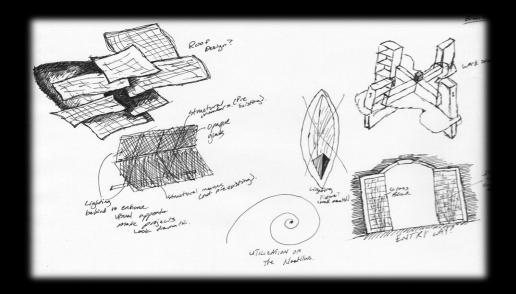
Perspective Drawing_Perception

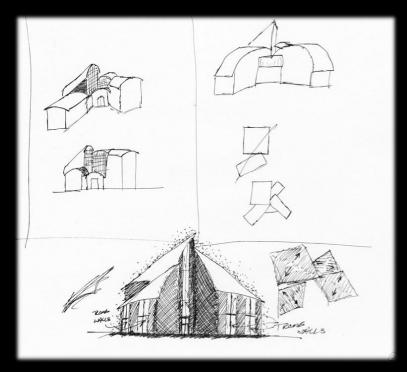


The class did "field studies" of areas around campus. We used tone to reflect what stood out to us in the area."

From the portfolio of Robert Ross

Process Drawing





From the portfolio of Robert Ross

Formatting

Organize

- Sequence chronologically
- Group by type
- Compose each page keep it simple

Customize

- Find out strengths of the program you are applying to
- Highlight your knowledge, skills and craft

Explain

- What you were trying to accomplish
- Assignment or independent
- When work was done
- Media used

Presentation

Process:

- Photography, photocopying and scanning
- Consider: media, available equipment and budget

Color vs. Black & White:

- What is the original?
- Consider: cost of prints

Format:

- Larger prints = easier to read
- Uniform size and layout

Originals

- Best means of conveying the content <u>and</u>
 the quality
- Often bulky <u>and</u> fragile
- Limited to one copy
- Appropriate for an interview

Photography

- Good results = quality photography
- Size is manageable
- Some quality may be lost
- Professional work is expensive
- Multiple copies can be produced

- Good results = technical knowledge
- Size can become <u>un</u>manageable
- Maintain quality of original
- Multiple copies can be produced
- Options for delivery
 - CD
 - Email attachment
 - Webpage

2-D drawings or paintings:

- Use a flatbed scanner color retention and even lighting
- No distortion
- Scan at 72 dpi for screen presentations; 300 dpi for prints

3-D projects:

- Use a digital camera for all 3-D or textured 2-D work
- For prints minimum 3 megapixel camera, preferred 5-6 megapixel
- For screen display 1024 x 768 pixels minimum

"Slide Show":

- Scanned photos or scanned versions of traditional media
- Include explanatory text
- Presentations can be reproduced inexpensively on CD's or DVD's
- Send as an email attachment (10 MB maximum file size)

HTML Presentations:

- Build your own portfolio website
- Include explanatory text
- Web address included on cover letter and application

Title and your name

- One step
- Total file size <10 MB



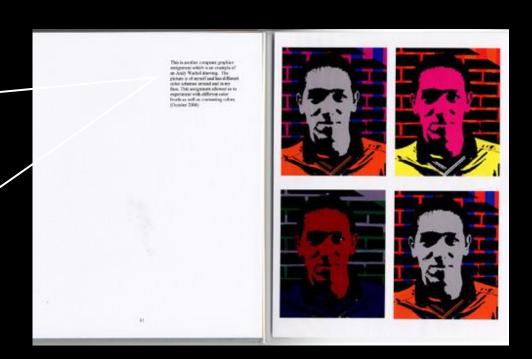


"Lion"

I used chalk pastels for this piece, choosing the medium because I liked the vibrant colors and the versatility of the chalk. With the pastel characteristics, I was hoping to create a drawing with an unusual and somewhat surrealistic feeling. Dimensions: 12 X 8

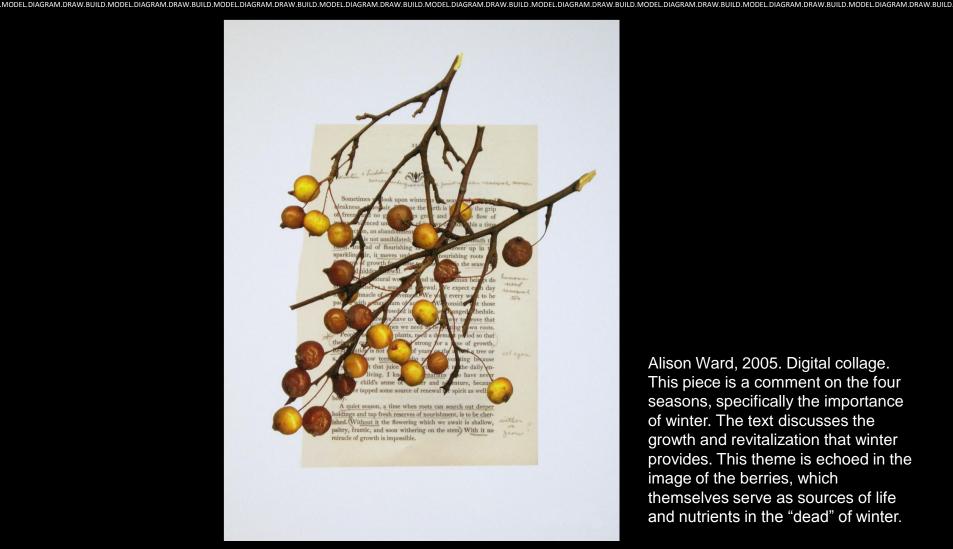
Walker Porter 12/12

"This is another computer graphics assignment that is modeled after an Andy Warhol drawing. This is a picture of myself; using Adobe Photoshop® different color schemes have been added around and in my face. This assignment allowed us to experiment with different color palettes and contrasting colors."





Alison Ward, 2003. Photograph. This hand processed photograph is part of a concentration on the past industrial heritage of Buffalo, NY. It is toned with a blue finish to convey the mood and feeling that one experiences upon entering the abandoned factories that were once part of a thriving economy, and are now part of the Rust Belt.



Alison Ward, 2005. Digital collage. This piece is a comment on the four seasons, specifically the importance of winter. The text discusses the growth and revitalization that winter provides. This theme is echoed in the image of the berries, which themselves serve as sources of life and nutrients in the "dead" of winter.

Top 3

- 1. A compliment to other application materials
- 2. Introduce yourself
- 3. Customize
 - Find out strengths of the program you are applying to
 - Highlight your knowledge, skills and craft

Thank you for coming today.

Questions?

SUNY ESF Department of Landscape Architecture 11 November 2013























