

University of Wisconsin – Milwaukee

School of Architecture and Urban Planning

PORTFOLIO GUIDELINES

FORMAT

Size:

8½" x 11" maximum, in a binder or bound. The department does not examine oversized portfolios, loose or rolled materials, or digital portfolios.

Identification:

Name in a prominent place on spine or outside cover of portfolio. Use a cover page on the inside which identifies you by name (a resume, for example).

Layout:

Format and organization of work in the portfolio should be clear and easy to understand (see *Architectural Record* magazine).

CONTENT AND DESIGN

Represent yourself in the best light possible by emphasizing your stronger work and editing out weaker projects. Include other materials (written, design or visual) that provide additional evidence of your skills and abilities, and of your aptitude and commitment to architecture.

An organization based on category (building design, urban design, renderings, detailed drawings, written work, etc.) is preferable. Lead with strength; don't make the review committee hunt for good work.

Introduce each project with a title and some brief text. Include course, semester/year, instructor, project, concise description of the assignment and your approach to the problem.

For each new project, present the introductory text on the left page and a strong general image (axon, photo of model, etc.) on the right page. More specific project drawings (site plans, sections, elevations) can follow on subsequent pages.

Applicants with a previous architectural degree need to include drawings of wall sections, details, etc. to demonstrate that they can handle the more technically demanding requirements of the M.Arch Program.

Applicants with no previous architectural coursework can submit written and/or illustrated research papers, photographs, freehand drawings, two-dimensional representations of jewelry and/or craft work, etc. Present work sufficient to demonstrate the depth and breadth of your creative activity; a variety of work is important to give the review board a sense of how you arrived at architecture as a study to pursue.

When any work submitted is not completely original, the source must be given. When work is of a team nature, the applicant's role should be clearly indicated.

Avoid overstuffing the portfolio; quality is more important than quantity. Portfolio should contain at least five different projects, no more than a dozen. If not certain of what to include, ask people you respect to help you sift. A portfolio is not a scrapbook.

Use only quality reproductions. In ordering reproductions, give specific written instructions with graphic examples to your printer. Keep a copy of these instructions for your records in case the product is not to your specifications. Do not include originals unless you can happily accept the possibility of their getting lost or damaged.

Edit all written text for clarity of expression, grammar and spelling. If you were appearing in person before the review board, you would want to look your best. Similarly, you should not submit a portfolio full of typos and garbled prose.

Design your portfolio with the guidelines provided above, and keep in mind that the portfolio is a design problem in and of itself. Layout and typography should be consistent throughout. Use enough blank spaces between images and at the margins to provide contrast and avoid a crammed look.

The opportunity always exists to create a unique, handcrafted portfolio which does not always heed the guidelines. Have fun, but beware.

PORTFOLIO RETURN

If you wish your portfolio returned by mail, include a prepaid, self-addressed envelope (check with your postal service for cost).