

Professional Photography: Portfolio Requirements

Application Review Process:

Applications are reviewed in the order they are received. Applications meeting the criteria of program prerequisites and portfolio review will be offered a seat in a program section, if available. Accordingly, early preparation and submission is recommended. If your portfolio is not successful, deficiencies will be noted and you will be given the opportunity to address them and re-submit your application, as time permits.

Portfolio Requirements:

You will see what you are required to submit starting on page 2. Incomplete portfolios will not be considered.

Portfolio Submission:

Once completed, you may send your portfolio through the following methods:

- If sharing through a **link/URL**, send an email to: Admissions@nscC.ca
 - ♦ Please include your name, your W-number, the program you are applying to, and the link in the body of the email.
 - ♦ Verify that the link is active and accessible from any computer.
 - ♦ Ensure files are well-organized; reflect the names of the portfolio components; and can be easily located, opened, and read by computers other than the one you used to create your portfolio.
- If submitting **digitally**:
 - ♦ Acceptable file formats:
 - .pdf
 - .jpg
 - ♦ If submitting as **attachments to an email**, send to: Admissions@nscC.ca
 - The maximum size of the email cannot exceed 25Mb
 - Please include your name, your W-number and the program you are applying to in the body of the email.
 - Ensure files are attached to the email; well-organized; reflect the names of the portfolio components; and can be easily located, opened, and read by computers other than the one you used to create your portfolio.
 - ♦ If submitting on a **memory stick**:
 - Please include your name, your W-number and the program you are applying to with your submission.

- Ensure files are well-organized; reflect the names of the portfolio components; and can be easily located, opened, and read by computers other than the one you used to create your portfolio.
 - Send to:
NSCC Admissions PO Box 220
Halifax, NS B3J 2M4
 - Alternatively, you can bring your memory stick to any NSCC campus and it will be forwarded to the Admissions Department.
- If submitting **printed copies**
 - ♦ Please do not submit original copies of photos.
 - ♦ Photographs may be mounted or un-mounted (maximum size 8.5" x 11"), in colour
 - ♦ Do not staple or bind your work, although you may want to consider using protective plastic sleeves. A portfolio case, or bound book is recommended.
 - ♦ All submitted components should be easily identifiable, so ensure all pieces have your name on them, are clearly labelled, and organized in the required format
 - ♦ Submit your paper portfolio to: NSCC Admissions
PO Box 220
Halifax, NS B3J 2M4
 - ♦ Alternatively, you can bring your portfolio to any NSCC campus and it will be forwarded to the Admissions Department

Portfolio Requirements:

Content and presentation will be assessed.

Photographic works (a total of 15 photos in two assignments):

1. Community Photo Essay

The assignment focuses on community. You are required to submit a photo essay comprised of seven (7) photographs which work together to create a visual narrative of a specific community. Your images must be in colour, and a combination of vertical and horizontal. They need to thoroughly represent the details as well as an overview of your subject.

Community can be described as a physical place, a feeling, or a way of life. It can be a town, an identity, or an organization. Your interpretation of this theme must be evident in your work.

In a single photo essay, demonstrate your skills in capturing images and conveying a message. These images must be original work, created by the you, specifically for application to the NSCC Professional Photography Program.

Carefully consider everything that appears in the photographs you will be shooting to tell your story, including **location** (physical settings), **composition** (how each image is framed), **creative approach** (how you choose to represent your subject) and **technical** (how it is photographed). Use these tools to effectively convey a thorough and comprehensive representation of the community you have chosen.

The images should not be digitally manipulated, and should not contain written descriptions.

2. Personal Works

Eight (8) stand-alone personal works (no photo essays or series).

Personal work should reflect applicant's photographic exploration and experimentation, creativity, personal vision and technical proficiency. It must include a wide variety of subject matter including posed portraits. Examples of other work include, but are not restricted to landscapes, night photography, events, travel, editorial, commercial and nature photography.

By submitting this portfolio, you are sharing your unique way of seeing and creating images.

Portfolio Checklist:

Please complete this checklist prior to submitting your portfolio, which will help you organize your submission and ensure that it has all of the required components.

| Completed | Portfolio Components |
|-----------|---|
| | Seven (7) photographs for Community Photo Essay |
| | Eight (8) stand-alone personal photos |

Professional Photography Portfolio Assessment

Your total score must add up to a minimum of 8. If you score 1 in more than a single category you might consider applying to the Applied Media & Communication Arts program in order to develop the skills needed for entry to the Professional Photography program.

| Scoring | 3 | 2 | 1 | 0 |
|-----------------------------|---|--|---|---|
| Community Assignment | <p>Unique images range in creative and technical approach. and work together to create a cohesive photo essay.</p> <p>The essence of a chosen community is visually conveyed.</p> <p>Photo essay adheres to the provided guidelines.</p> | <p>Photos which follow the outlined parameters.</p> | <p>Inappropriate or insufficient variety, guidelines not adhered to.</p> | <p>Incomplete photo essay. Submission not suitable for entry to program.</p> |
| Personal Work | <p>Diversity in technical and creative approach.</p> <p>Wide range of subject material including strong portrait(s).</p> | <p>Contains several strong images, but work as a whole is suitable for further development.</p> | <p>Diversity in technical and creative approach.</p> <p>Wide range of subject material including strong portrait(s)..</p> | <p>Images lack creative development.</p> <p>Little or no variety in subject material.</p> |
| Technical | <p>Demonstrates knowledgeable use of shutter-speed, aperture and ISO settings.</p> <p>Demonstrates focus control to suit each image.</p> <p>Lens choice, focal length, and camera angle suits image.</p> <p>A wide range of light sources is used with intention.</p> | <p>Basic understanding of camera functions.</p> <p>Several sources of light, compositional techniques.</p> | <p>Exposures are acceptable, very little range of light sources, focal lengths, depth of field.</p> | <p>No evidence of technical control of exposure, composition or camera functions.</p> <p>No connection with subject.</p> |
| Presentation | <p>Print: Portfolio case, or bound book. Attention to design and detail.</p> <p>Digital: Website style navigation. Images load fast and are well organized in a logical sequence.</p> | <p>Basic book or portfolio.</p> <p>Rudimentary website with easy access to images.</p> | <p>Scrapbook presentation, prints too small / inconsistent print sizes.</p> <p>Digital: Basic slide show.</p> | <p>Loose unmounted/unprotected prints. Prints are too small, not printed on photo quality paper.</p> <p>Digital: Images do not load/display easily.</p> |