

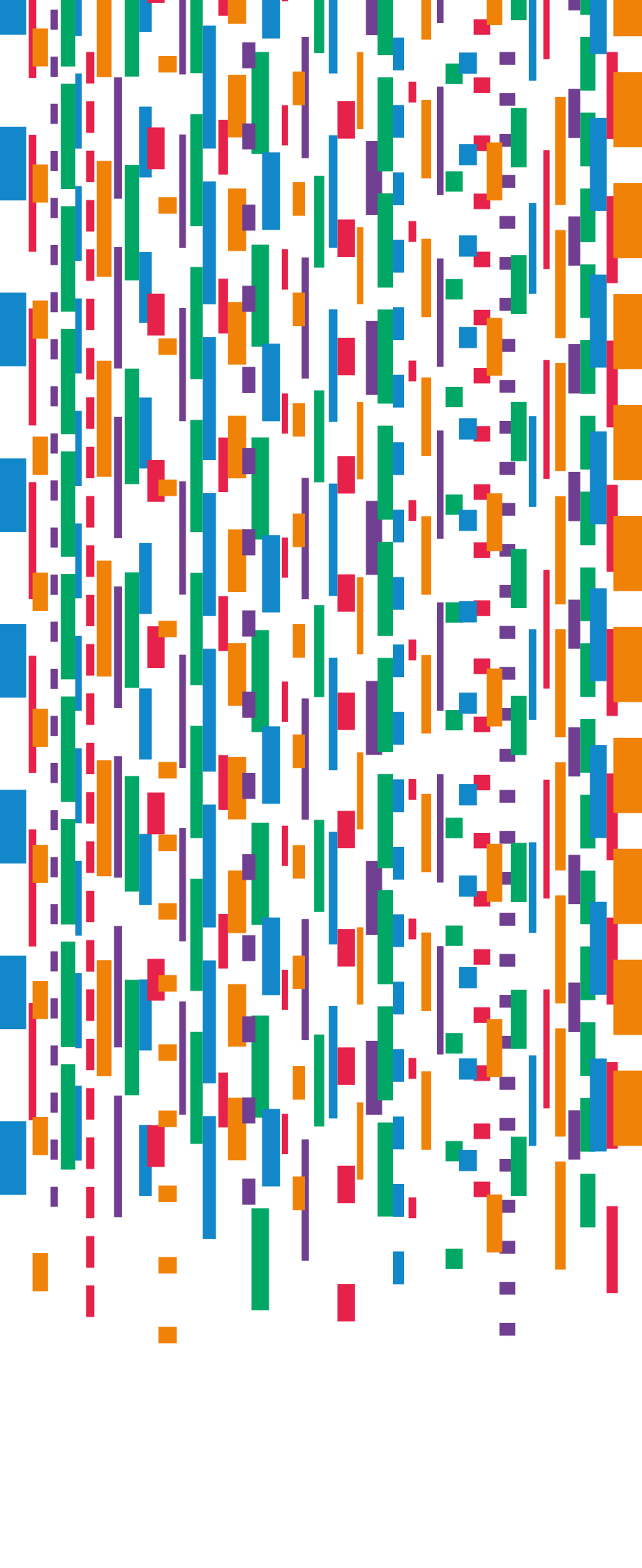


**RU  
FA**

**Rome**  
University  
of Fine Arts

# **RUFA Portfolio Guidelines**

**AT THE CENTRE OF YOUR PROJECTS.**

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*“Today more than ever, the artist, in addition to devoting his/her time to the creative process, has a duty to believe in the value of culture overall, and he/she is called to the task of developing a certain cultural sensitivity. The keys to success in this business are invention, intuition, effort, perseverance and ideas. These are the same strengths I have always considered fundamental in life and I feel they can be equally applied to a successful artistic education”.*

**Alfio Mongelli**  
**President of RUFA**

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# Table of Contents

## **Introduction:**

this portfolio guide is for you.

## **Basic portfolio brief:**

- what is a portfolio;
- useful tips and tricks;
- keep in mind, before we start.

## **The five steps to get a knockout portfolio:**

- choose a theme;
- research;
- brainstorming;
- the creative process;
- build up your portfolio;
- RUFA requirements and deadlines.

# **This portfolio guide is for you**

Welcome to RUFA portfolio guidelines. If you are thinking about joining the creative workforce you are on the right track! RUFA is the Fine Art Academy where you can fulfil your passions and your dreams. This is an Academy where students are taught to think as professionals from the very first steps. A fundamental task to stand out from the crowd is to create, organize and constantly update a professional and eye catching portfolio. Creating a portfolio is not a simple task and this is the reason why we have created this guide for the prospective students that will join our enthusiastic community.

This guide will help you through the challenging process of building up your first portfolio, even if we know that there is no right way to do it, like there is no right path to follow in the design process. Being yourself is the most important thing as well as having fun during the process. Keep in mind that a portfolio is like your personal business card and for this reason it should showcase your ability to get the message across. The big thing here is to demonstrate through various and personal methods what kind of work you want to do in the future and what you excel at.

**AND RUFA IS HERE TO WALK YOU THROUGH THIS JOURNEY.**

# What is a Portfolio?

A portfolio is a collection of works and ideas developed over a period of time that can demonstrate your talent and abilities. It is first and foremost a powerful job tool designed to showcase your potential and what you aim to become in the future. Create a portfolio is a challenging step in your career because it requires a deep understanding of yourself as well as a deep analysis of your aspirations.

# What is a Portfolio?

It is not only about collecting your best works and express your creativity; a portfolio should express your personality and it should act as a mirror of what you are today and what you choose to be tomorrow.

Express in your portfolio your passion for the creative arts collecting together seven to ten works created using your favorite media.

# You can include examples of works like:

**NEW MEDIA**

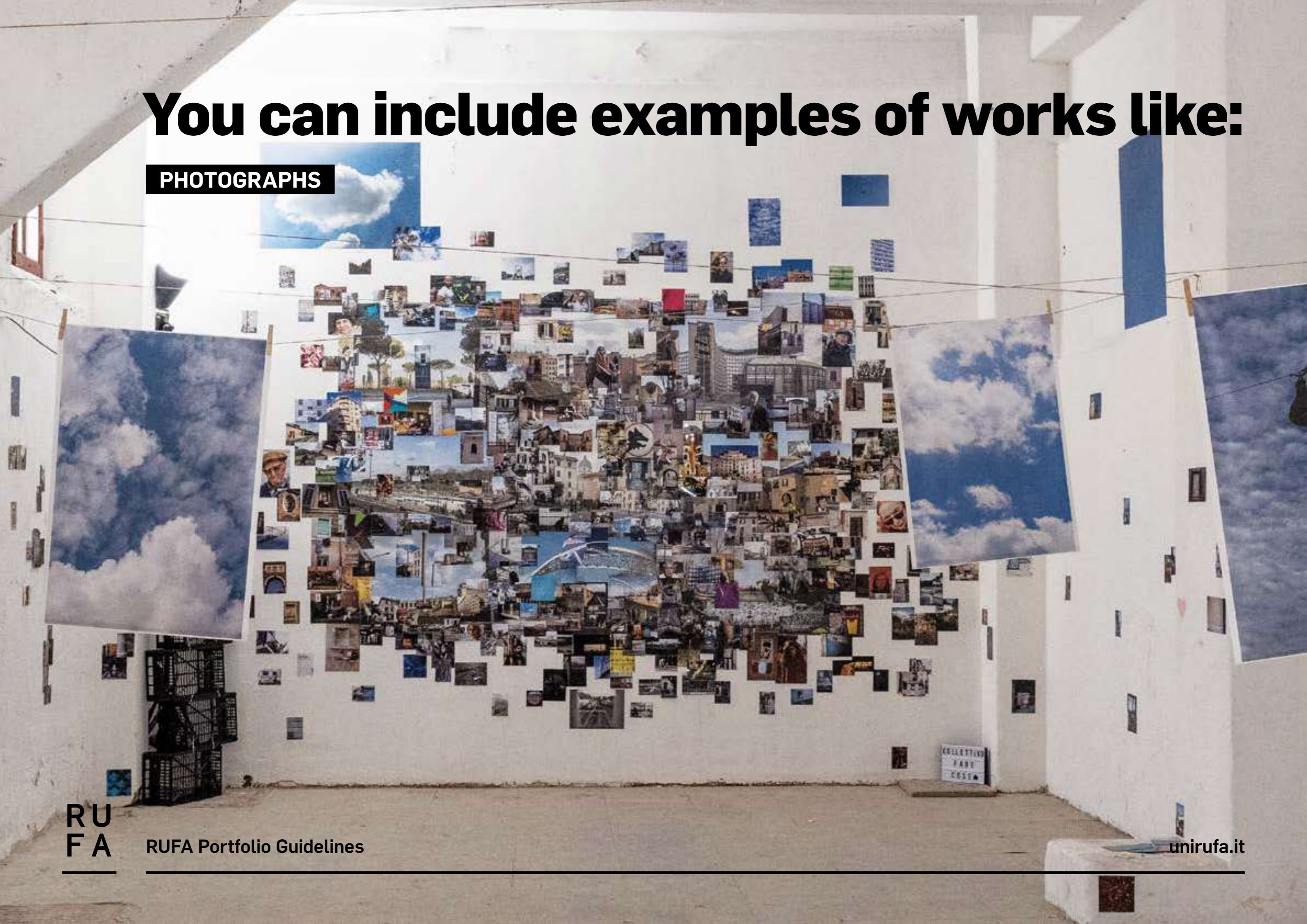
# You can include examples of works like:

**TRADITIONAL**



# You can include examples of works like:

**PHOTOGRAPHS**



# You can include examples of works like:

**ALTERNATIVE**



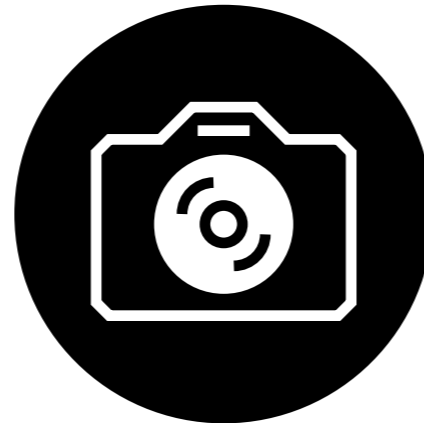
# Tips and tricks - How to start

**GET A FOLDER**



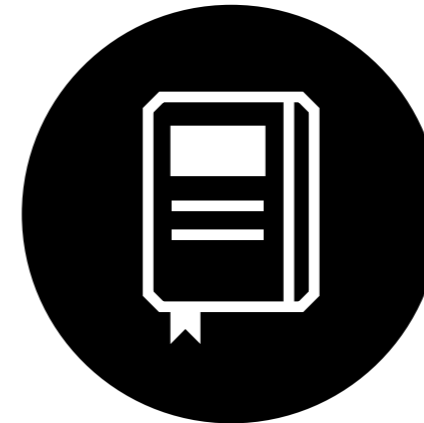
Organizational skill

**GET A CAMERA**



Capture everything

**GO TO THE LIBRARY**



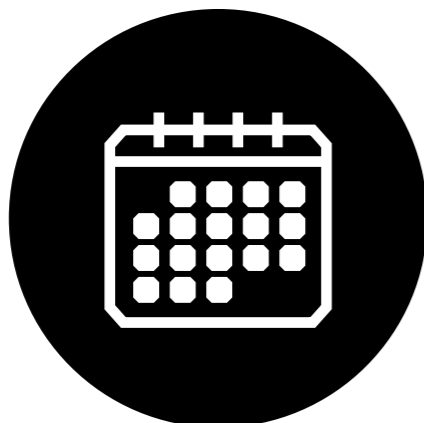
Even if you got Google

**GET A SKETCHBOOK**



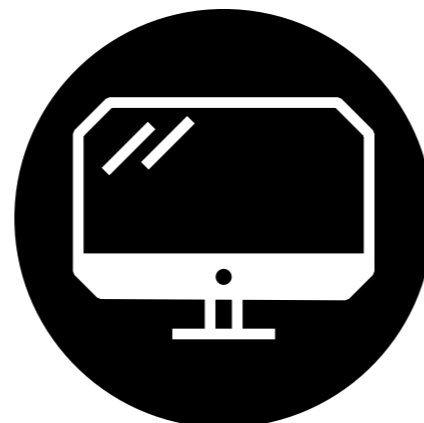
So useful and so cool too

**USE A CALENDAR**



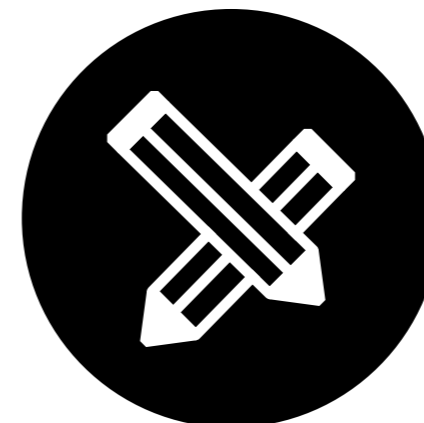
Work like a real professional

**STAY IN THE LOOP**



Now it is Google turn

**A LOT OF PENCILS**



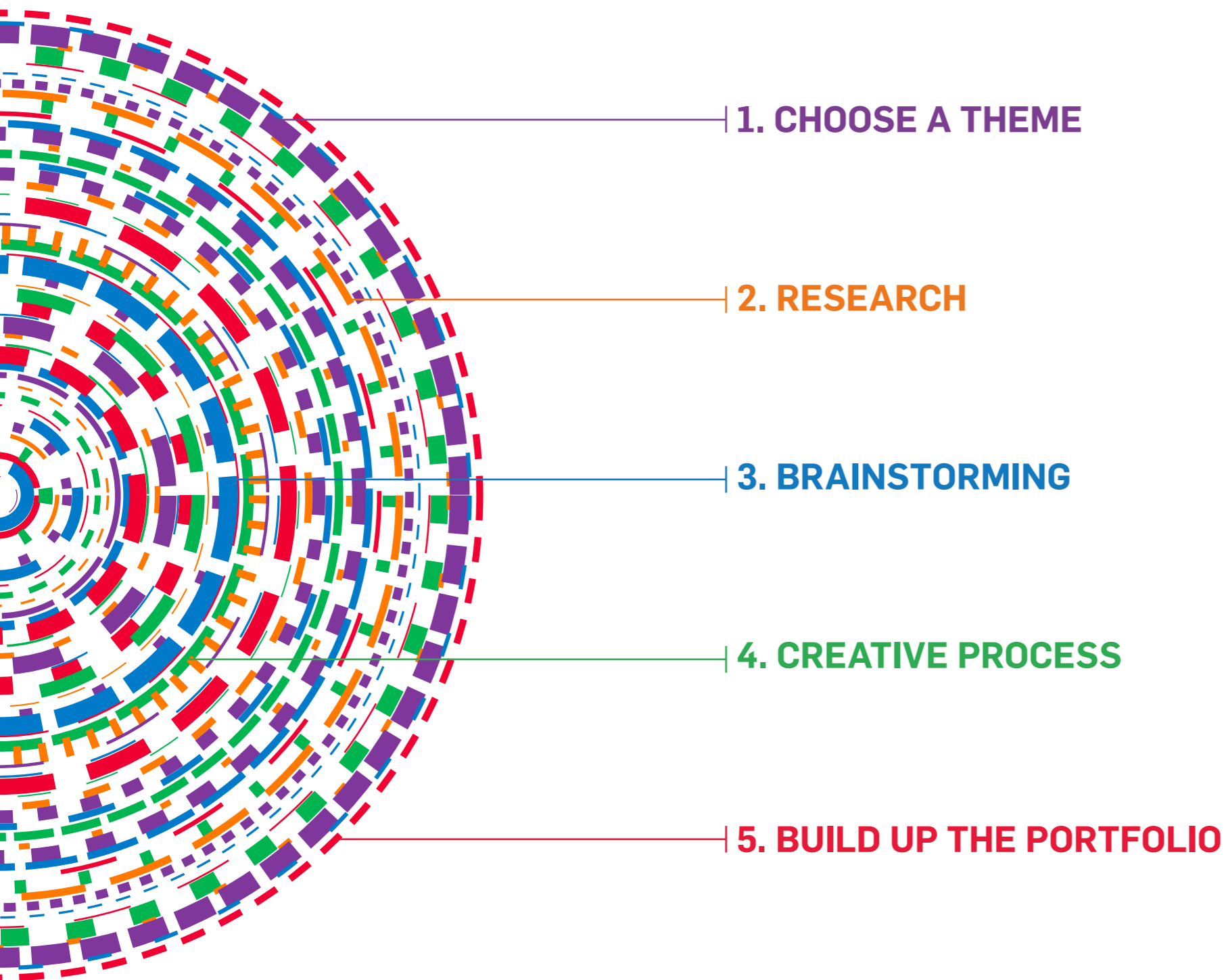
I mean, a lot

**HAVE SOME FUN!**



And express it in your work

# The 5 steps to get a Knockout portfolio



This is a schematic infographic representing the five simple steps that will help you develop the right asset for your portfolio and achieve your goal.

Get started with a theme that suits your needs best.

The second step is to start a wide research that will lead you to the brainstorming process in order to organize your ideas.

The fourth step is the creative process that will generate your project and will take you to the final task and the concrete realization of your first portfolio.

Choose a Theme

Choose a Theme

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Choose a Theme

# 1. Choose a Theme

## THE MOOD OF YOUR WORK

The process of building up a portfolio begins with choosing a theme to tell a story or express yourself about a subject.

In this first step try to disengage the mind, allowing your curiosity to find interesting ideas, concepts, social problems, asking yourself fresh questions about the world around you.

Here begins your journey. Look at everyday life experiences as well as social issue, contemporary subjects, nature, art, music, poetry, writing, art movements and your personal daydreams as well.

# 1. Choose a Theme

## THE MOOD OF YOUR WORK



### GO SOMEWHERE NEW

And take inspiration.

Creativity is the fuel of any design process. Go to a park, drop into a café, watch new movies, visit exciting exhibitions.

Take notes of what you see or some reflections in a notebook.



### MAKE A LIST

Make a list of 10 things that interest you, disengaging the mind and allowing yourself to think without boundaries. For example, choose inspiring people that have changed the world, or a song that helps you move on when you need it.



### GET THE RIGHT MIND-SET

Develop a sharp mind to boost your imagination with some creative exercises. Cross-over two or more ideas, items, words, themes, everyday objects and play with the significance, the meaning. Use visualisation exercises and hypothetical thinking.

# 1. Choose a Theme

THE MOOD OF YOUR WORK



Start **strong**, choose a theme that can tell something about you, something fresh and **innovative**.

[illegible]

## 2. Research

### CAPTURING IDEAS

Even if you have found the right theme or you are stumble across a creative block, the research step is a fundamental part of your portfolio creation.

Research is the stage that will guide you to the design concept and it can help to extend the key concepts of your work as well as the way you think.

Collect ideas and explore the chosen theme. Research is often an open-ended process and it is also about observation.

Libraries are old fashioned but a great place to deepen an idea. Internet is also a perfect playground to explore and get inspired.

# 2. Research

## CAPTURING IDEAS



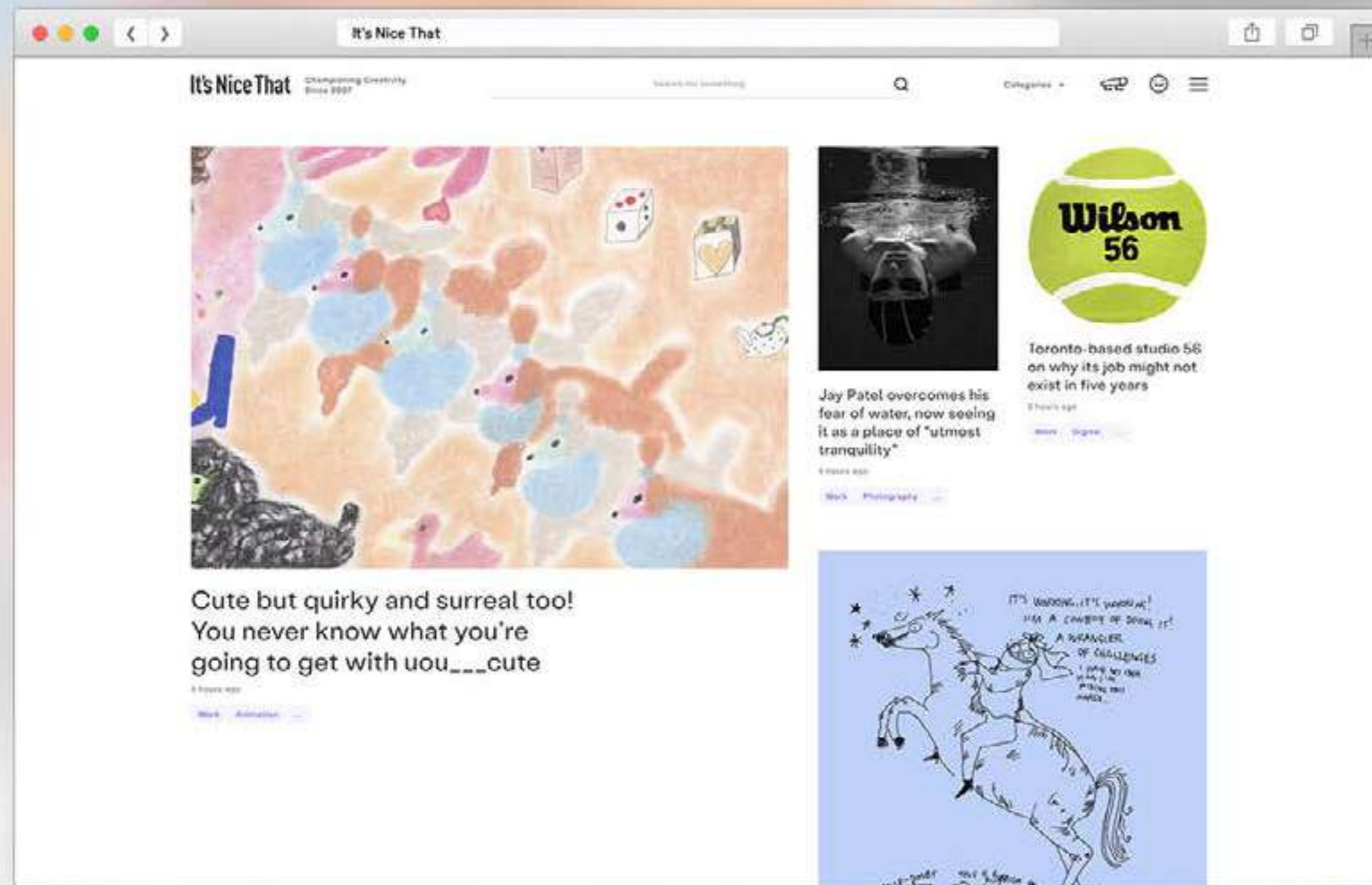
### THE OBSERVATION PROCESS

Every professional has always  
a handy notebook in the bag.

Make notes of everything  
that comes into your mind.  
Create a diary of your thoughts.

## 2. Research

**CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - It's Nice That**

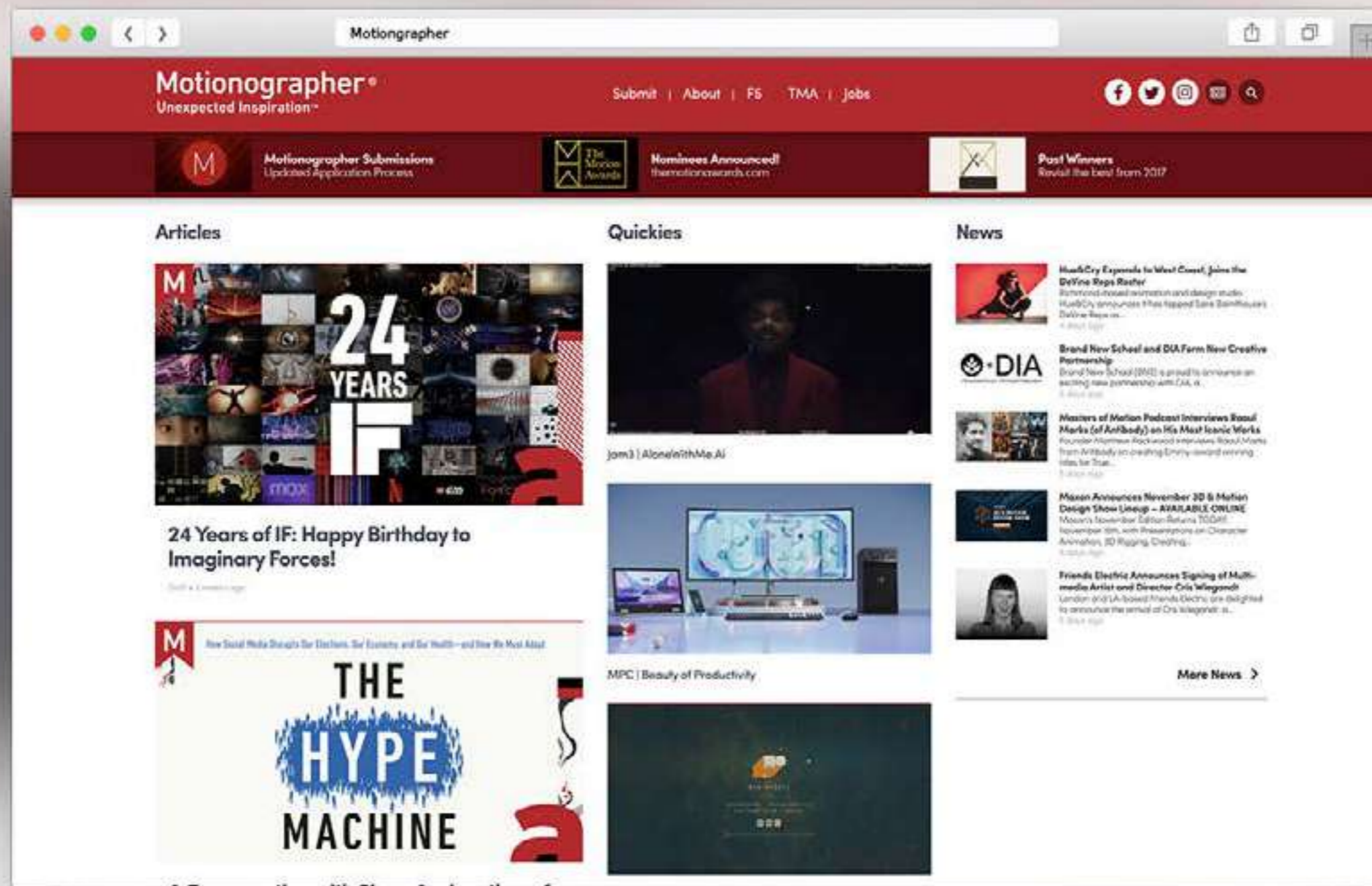


**It's Nice That** believes passionately that creative inspiration is for everyone, and by championing the most exciting and engaging work online, in print and through the events programmes, they want to open up this world to the widest possible audience.

GRAPHIC DESIGN - ILLUSTRATION - ANIMATION - DESIGN - PHOTOGRAPHY - CINEMA - ART

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Motionographer

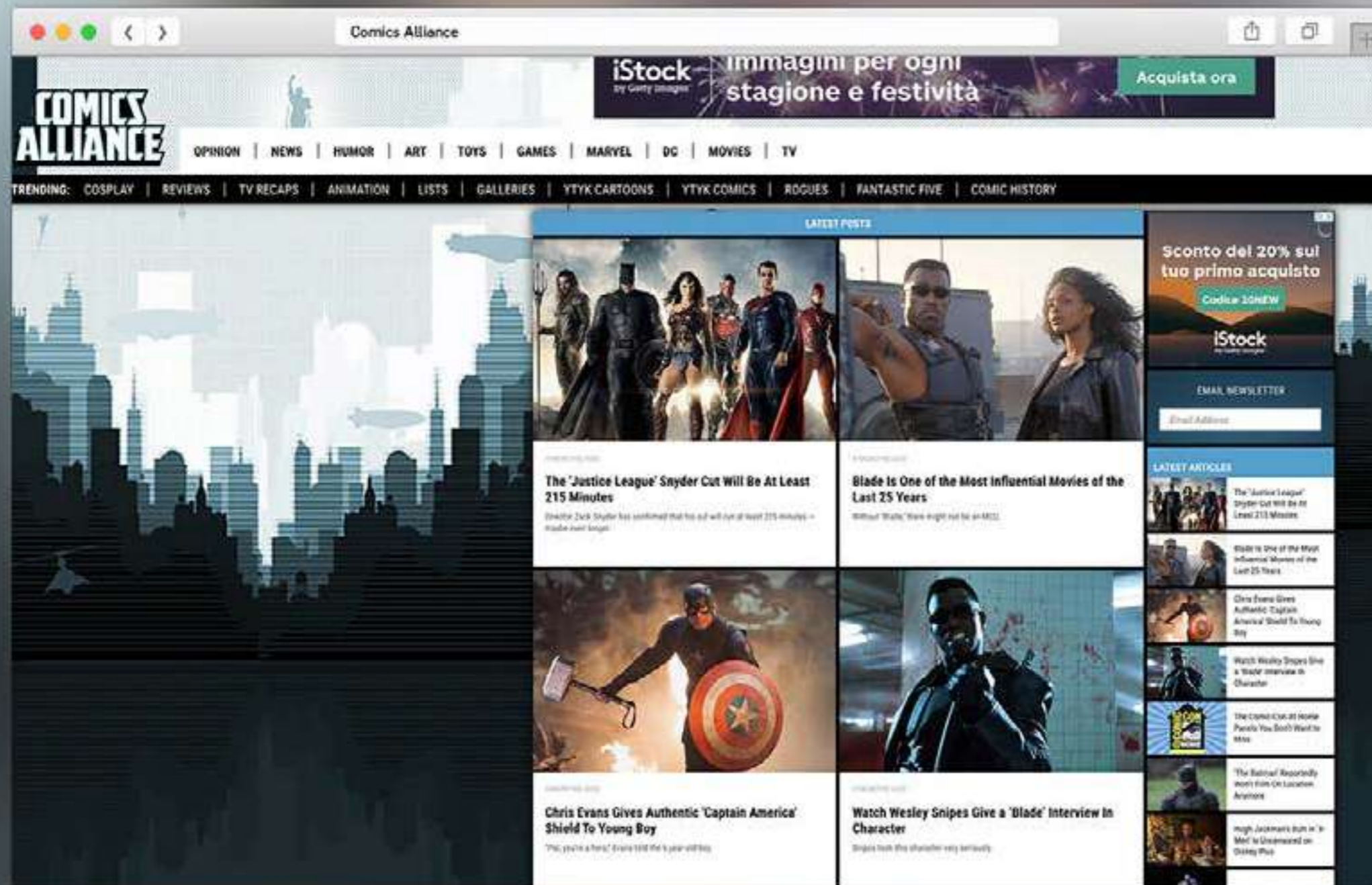


CINEMA - ANIMATION

Motionographer excels at inspiration. Should you ever feel a bit tapped out, then I suggest you make a visit. Although a general news site for film, design, animation, tutorials and other industry specific news coverage, it sets itself apart by reaching it's audience at a more visceral level.

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Comics Alliance

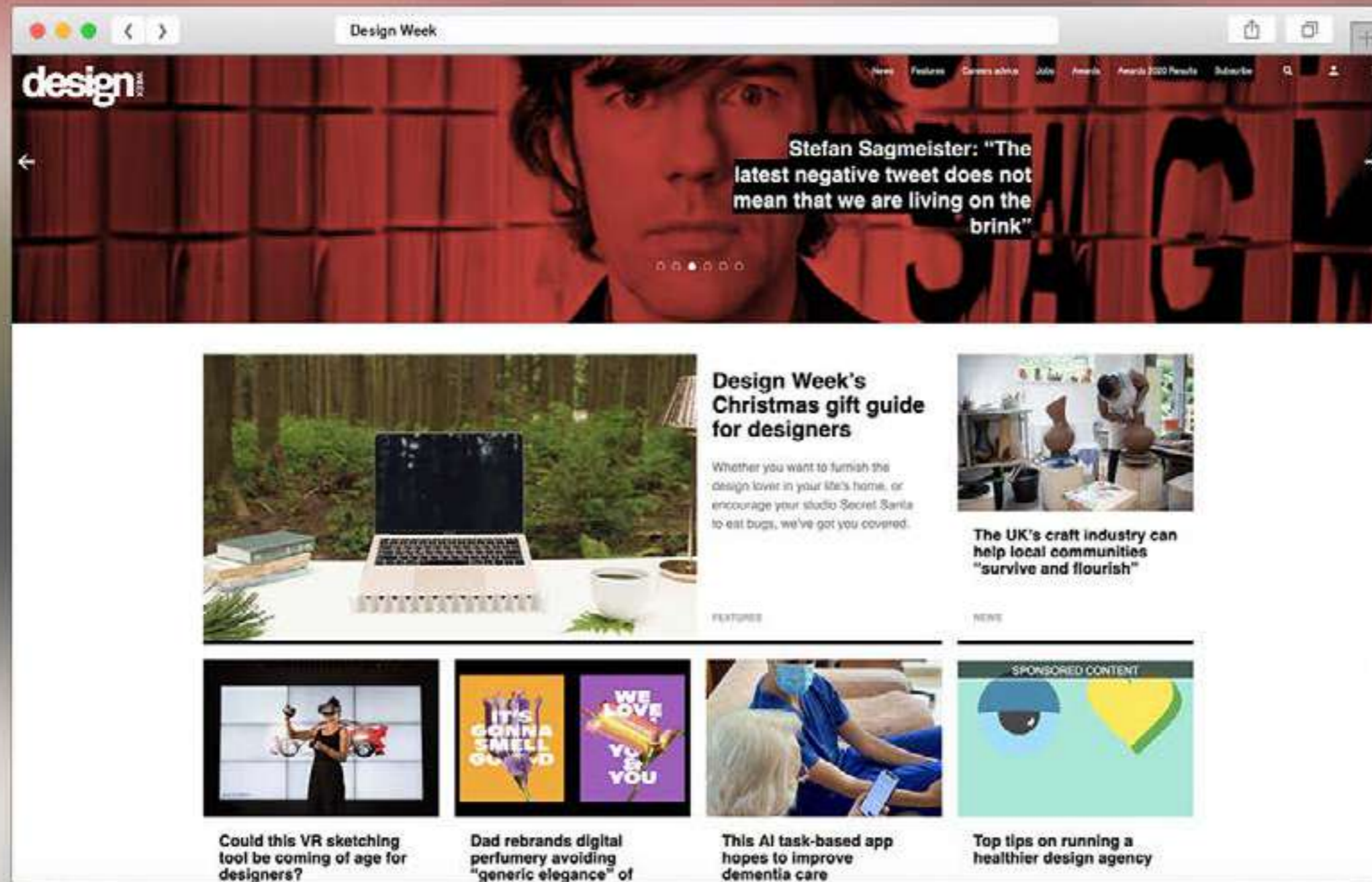


The AOL website could be a favored destination if you like to follow everything and anything that has to do with superheroes, villains, video games, graphic novels, manga, toys, comic book conventions, previews, and reviews. A lineup of comic book experts put in their worth every day on this comic book blog. Some of the sections you might like to visit are – Humor, Videos, and Opinion.

COMICS - ILLUSTRATION

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Design Week

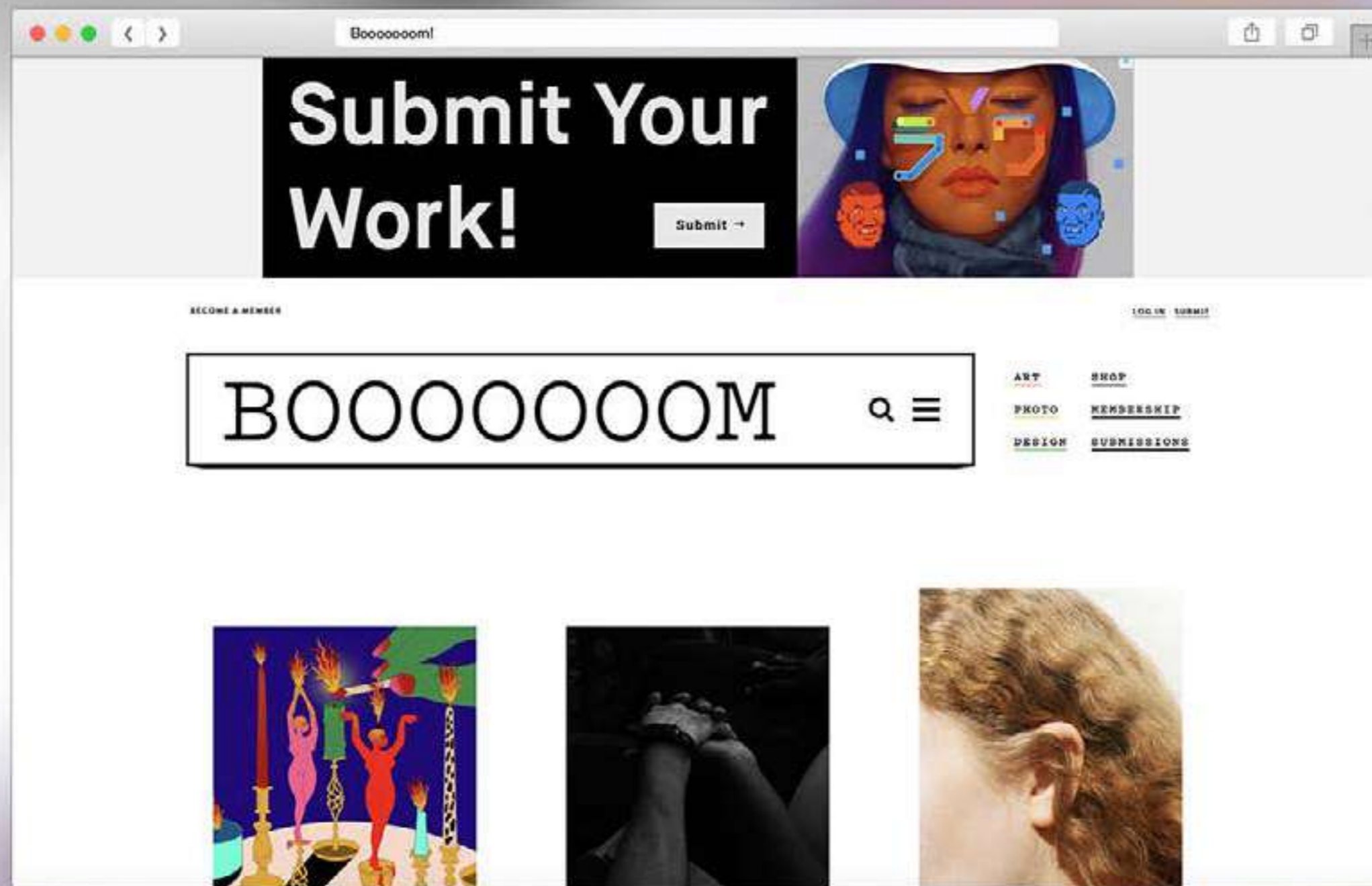


GRAPHIC DESIGN - INTERIOR DESIGN - PRODUCT DESIGN

Founded in 1986, **Design Week** was the UK's leading design magazine until 2011, when it became online-only. It continues to bring you high quality, well-written news and inspiration across graphics, branding, interiors, digital, product, furniture and more.

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - **BOOOOOOOOM!**

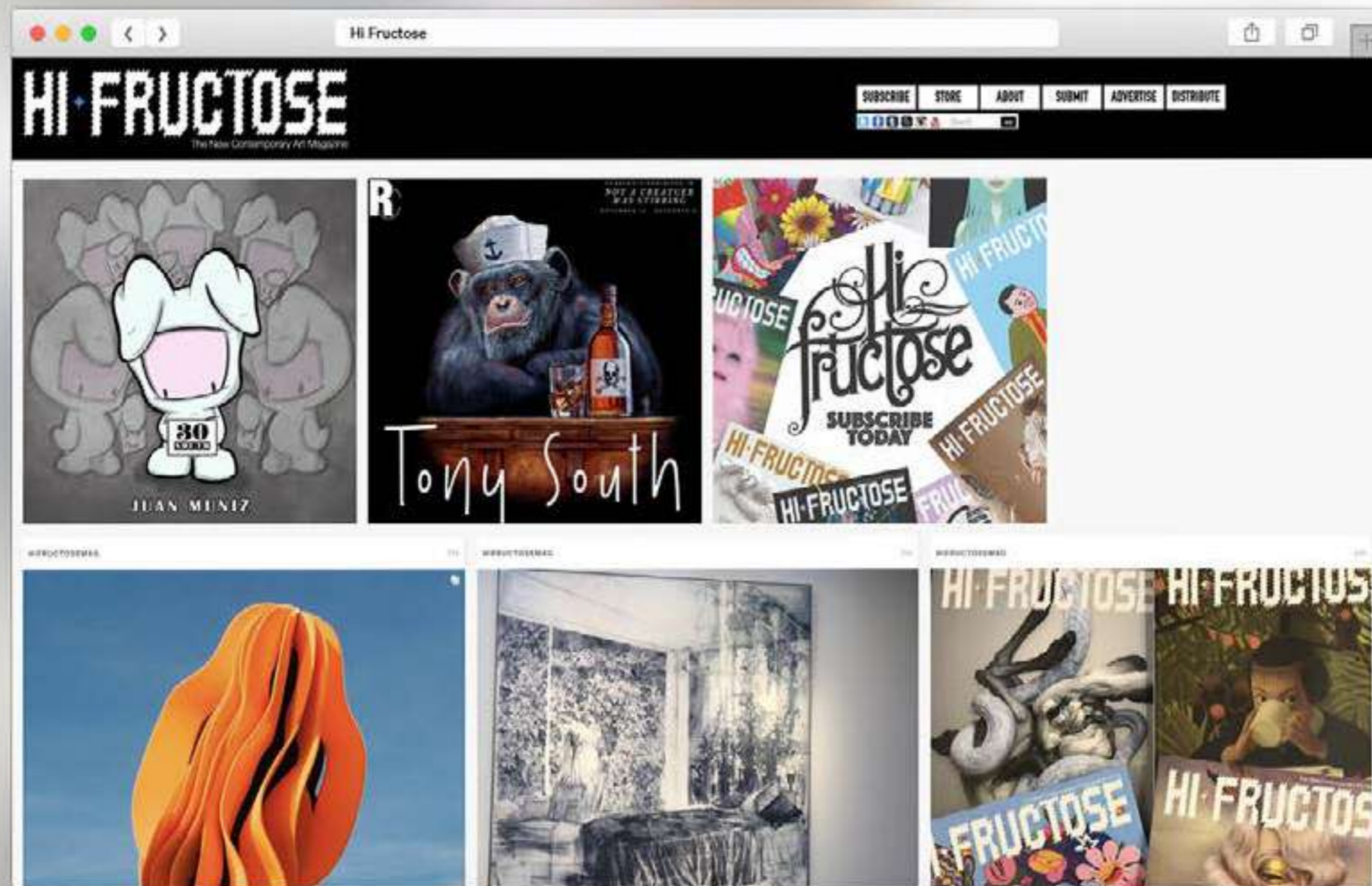


ART - PHOTOGRAPHY - DESIGN

It is one of the most popular art blogs in Canada. **Booooooom!**'s content revolves around trending contemporary artworks. The blog contains reviews, critiques, news, trends, artists' profiles, etc. Roughly divided into three sections, art, photography, and design, the blog aims to inspire new artists and enthusiasts. Users can apply to be a member of the blog. Artists can also submit their artworks and stand a chance to get featured in articles and posts.

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Hi-Fructose

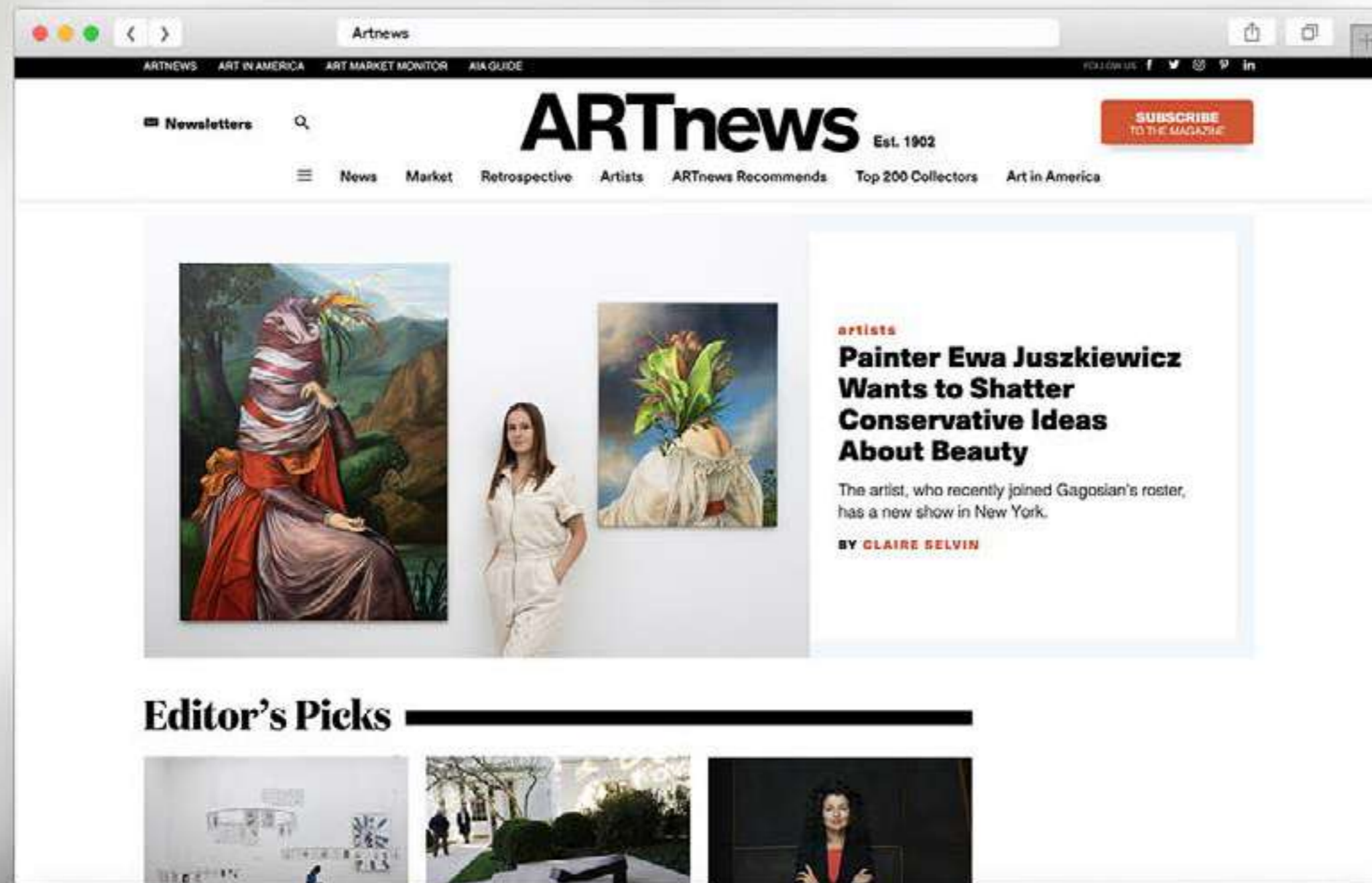


ART

Hi-Fructose revolves around contemporary art and showcases the best artists of recent times. A typical Hi-Fructose post describes how the artist came up with the idea and the process behind the creation of the work. The post contains information about the artist and his/her quotes. Hi-Fructose appreciates and celebrates original artwork and inspires new artists to come up with better works.

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - [ARTnews Magazine](#)

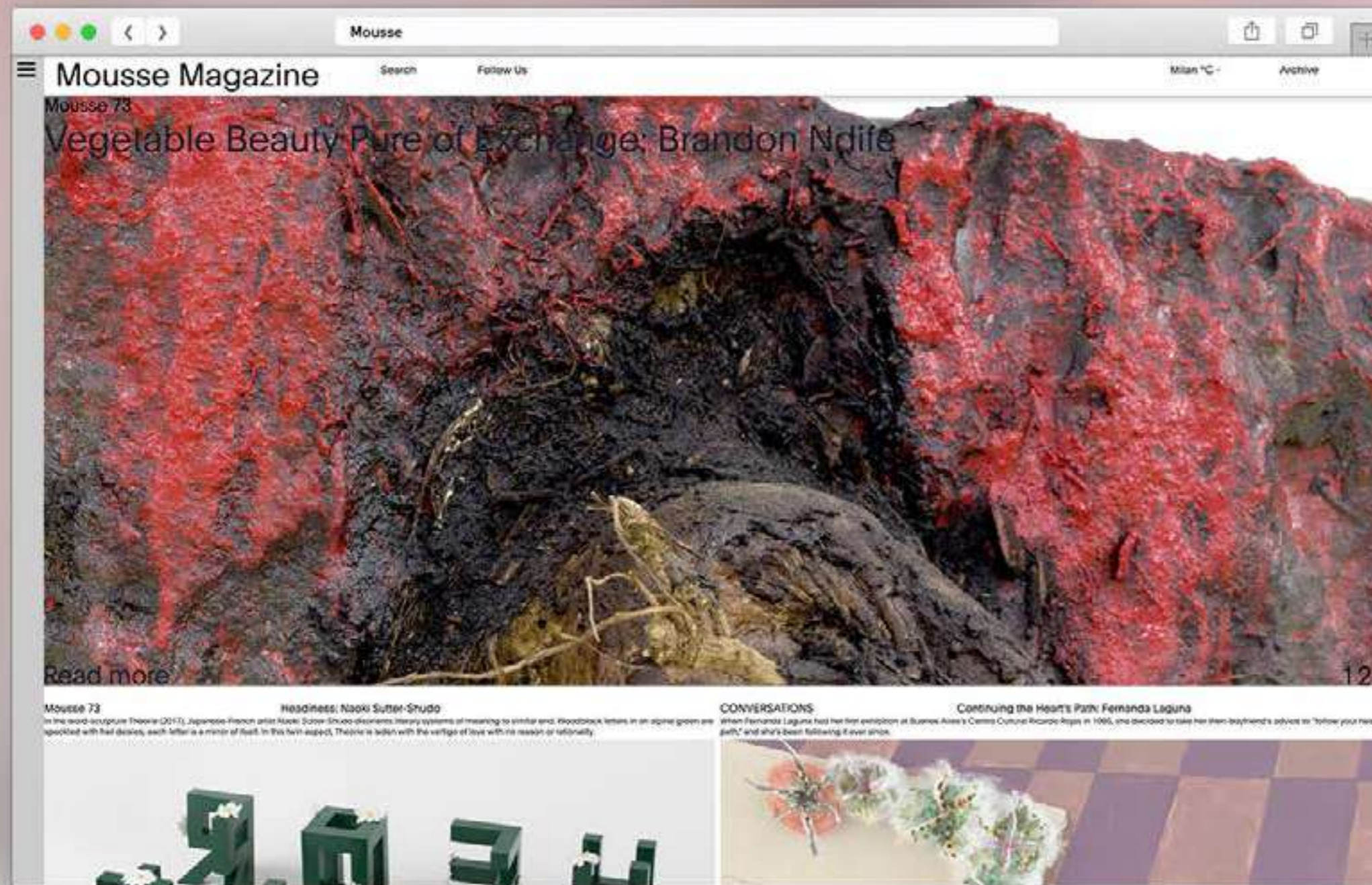


**Artnews** is the oldest art magazine in the world. It would come as no surprise then that the content is rich and varied. Artnews has an art blog as well which publishes posts about art events, trends, artist profiles, art in general, as well as trending issues. The blog has a separate section for reviews as well that contains hard-hitting journalism, a high-quality critique of artworks, and insightful reports.

ART

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Mousse

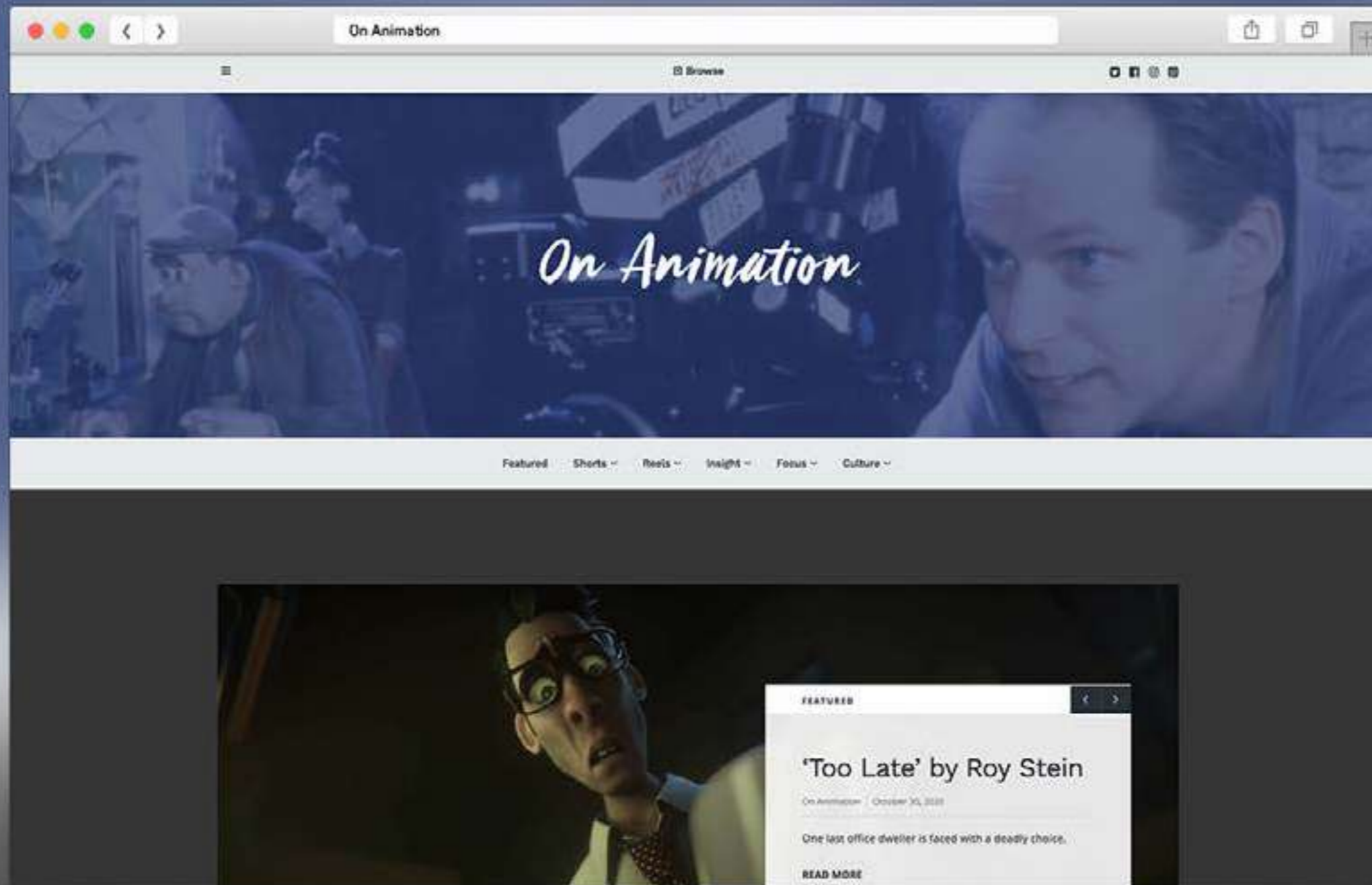


ART

Another art publication that dedicates its content to mostly contemporary artworks, **Mousse** originated in Milan, Italy in the year 2006. It is a classy magazine that publishes interviews with some of the most reputed artists and curators from around the globe. Along with that, Mousse contains essays and critical analysis of contemporary artworks by esteemed critics and artists. It is also printed. The online blog contains a rich variety of articles and distinctive editorials.

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - [On Animation](#)

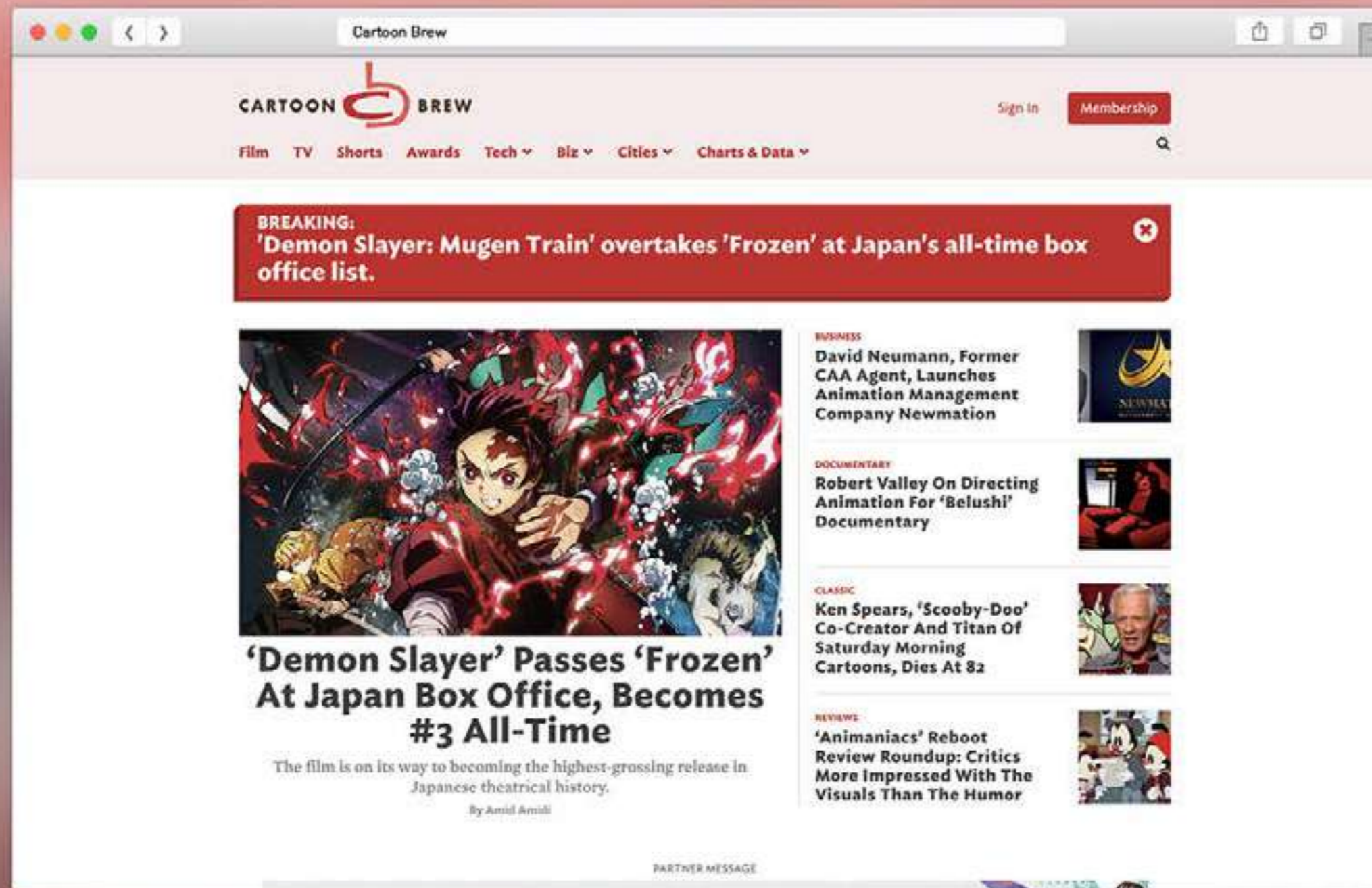


An even broader animation news site. A holistic approach to animation, writing, acting and learning. Really easy to navigate to their resources and a really fast site.

ANIMATION

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Cartoon Brew

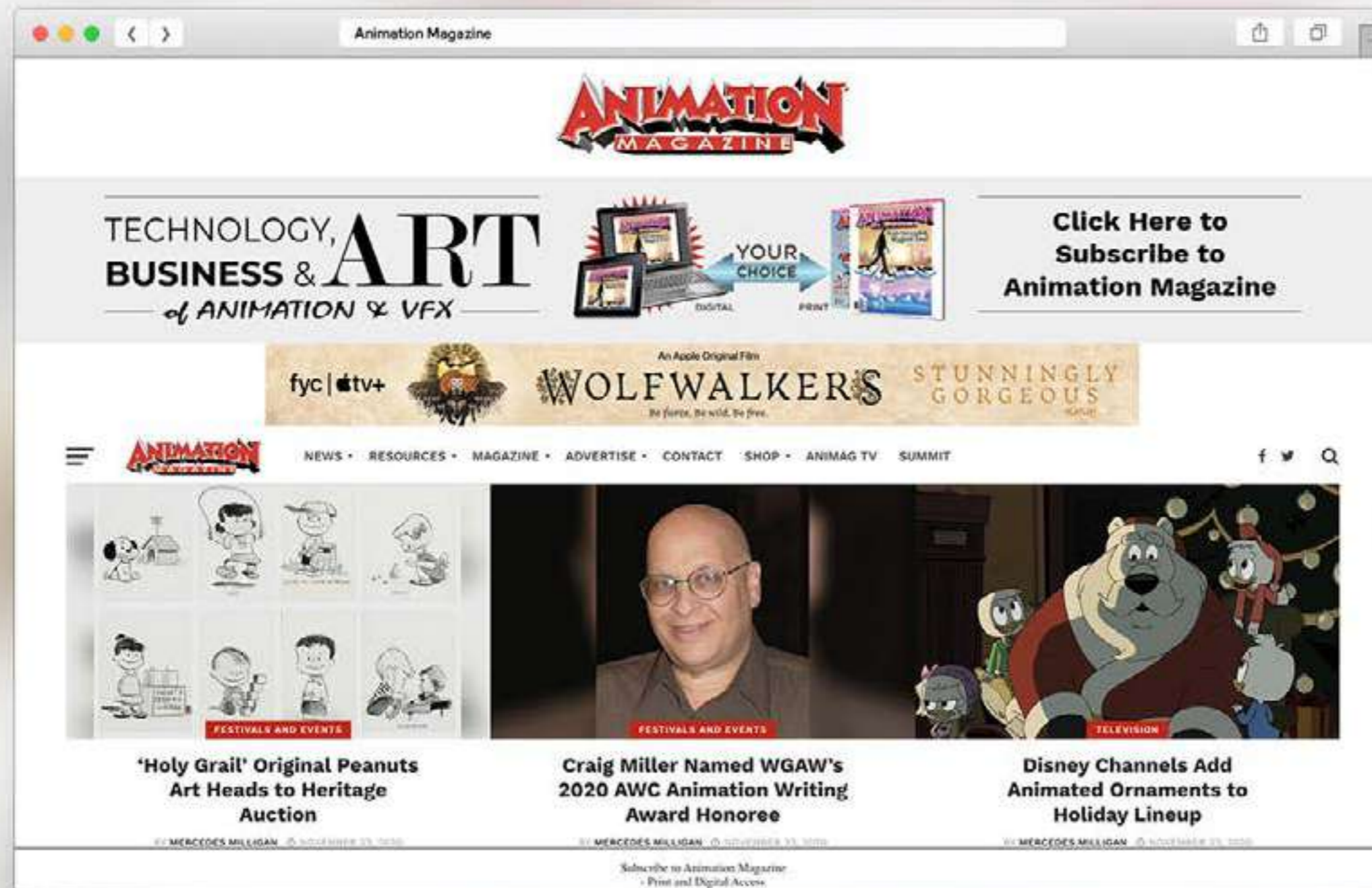


Since 2004, Cartoon Brew has been covering animation news, trends and happenings. Under the leadership of Amid Amidi it's become one of the leading news sites for anything animation and film.

ANIMATION

## 2. Research

**CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Animation Magazine**

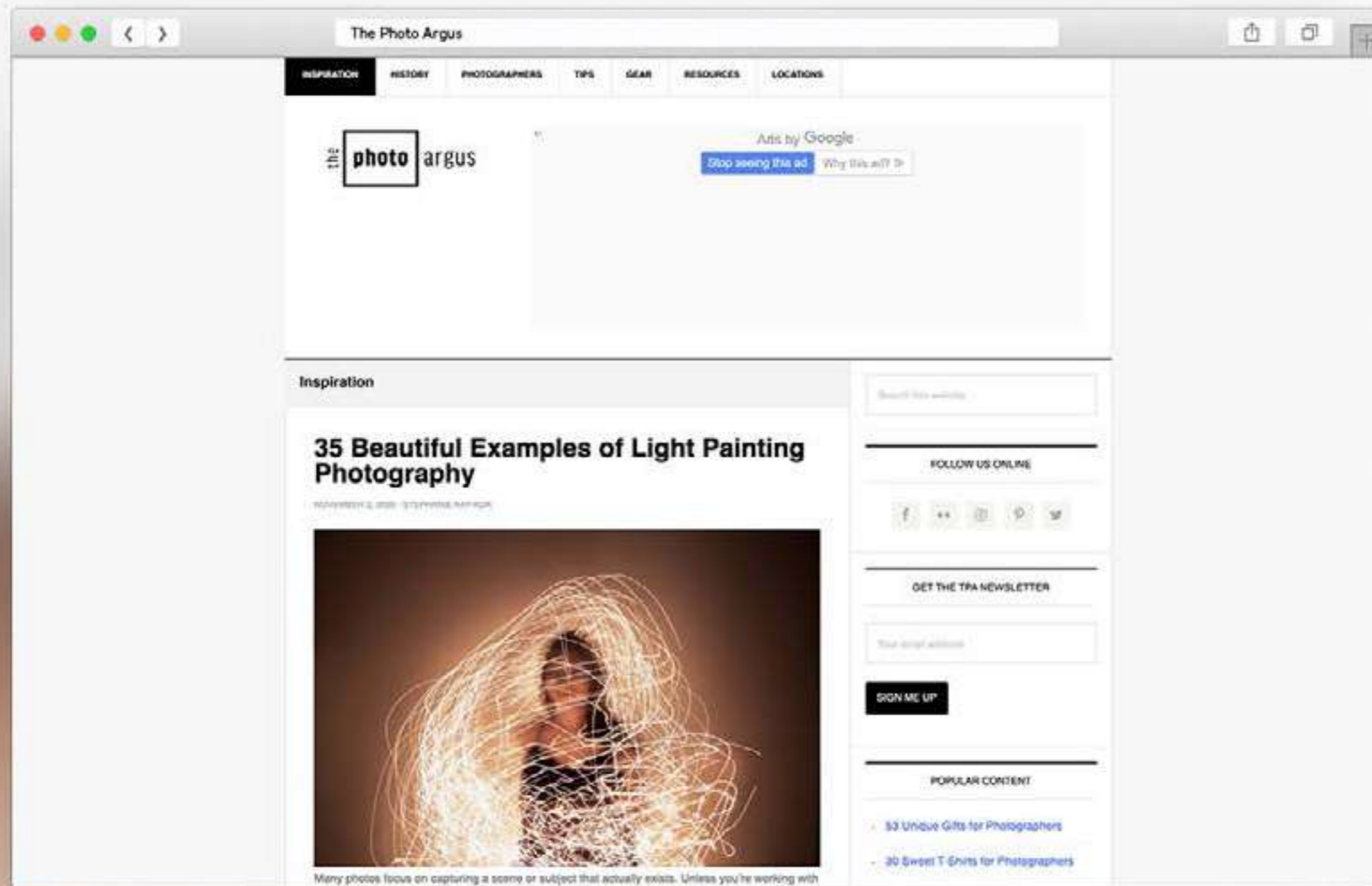


**Animation Magazine** turned 30 in 2017. On top of just being the news magazine for the animation industry it also is a comprehensive resource for animators looking to study or work. So it's definitely worth checking out regardless where you're from may it be the Americas, Europe or Asia.

ANIMATION

## 2. Research

**CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - The Photo Argus**

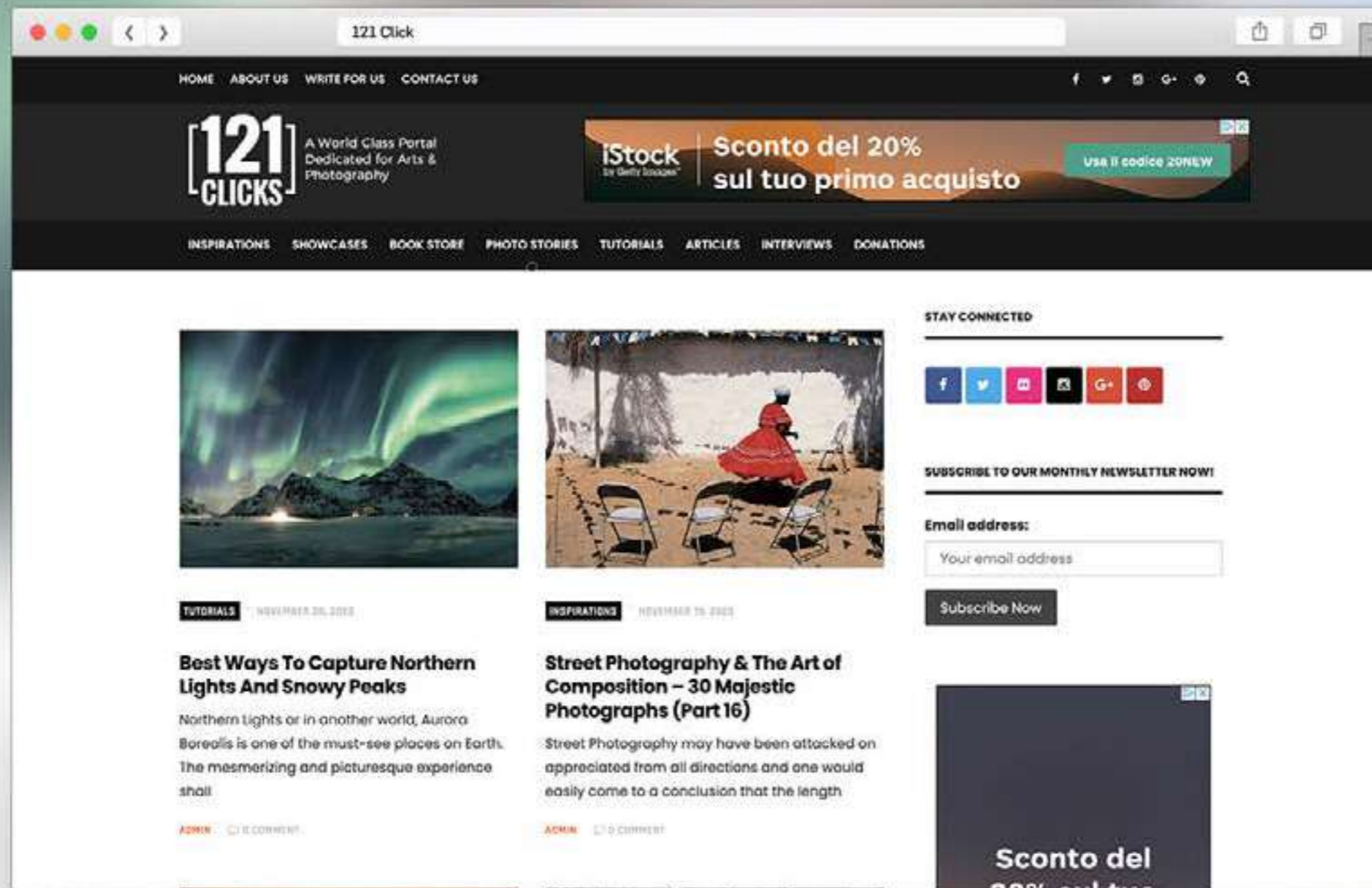


**The Photo Argus** website is the place to go if you want to read and see some great and unique photography projects. Get inspired to create your own photography projects. The Photo Argus website is the place to go if you want to read and see some great and unique photography projects. Get inspired to create your own photography projects.

PHOTOGRAPHY

## 2. Research

**CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - 121 Click**



This site is dedicated to fine art and beautiful photography. They showcase and interview photographers, as a result providing the site with inspiring and beautiful images. The interviews are personal and give us a glimpse into each artist's life and views.

PHOTOGRAPHY

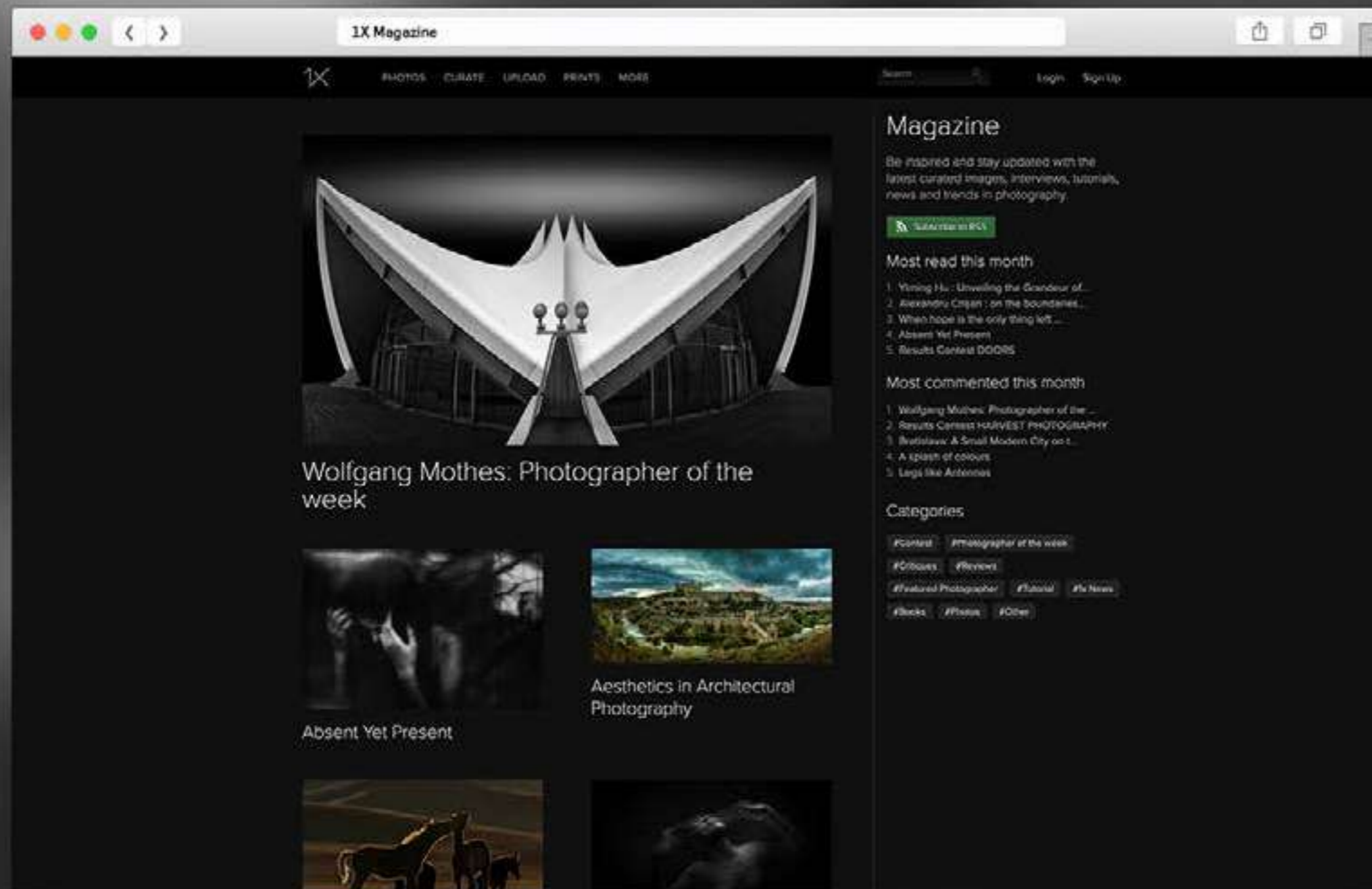
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RUFA Portfolio Guidelines

unirufa.it

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - 1X

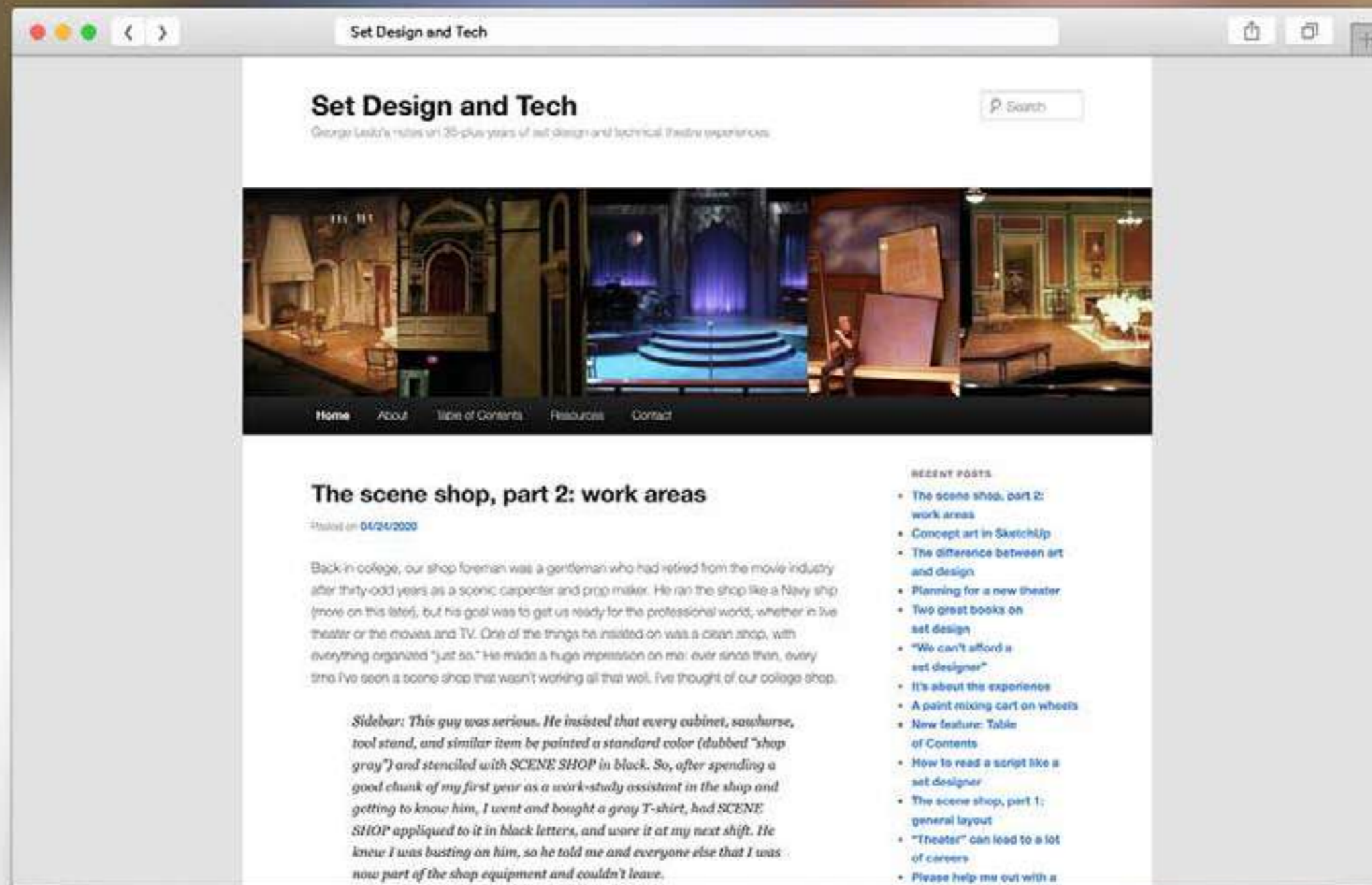


The 1X Magazine - type blog website is a great place to browse curated images and to get inspired by up-and-coming and also established photographers. They feature a Photographer of the Week showcasing some of their best work. They also hold contests to provide exposure opportunities to talented photographers.

PHOTOGRAPHY

# 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Set Design and Tech

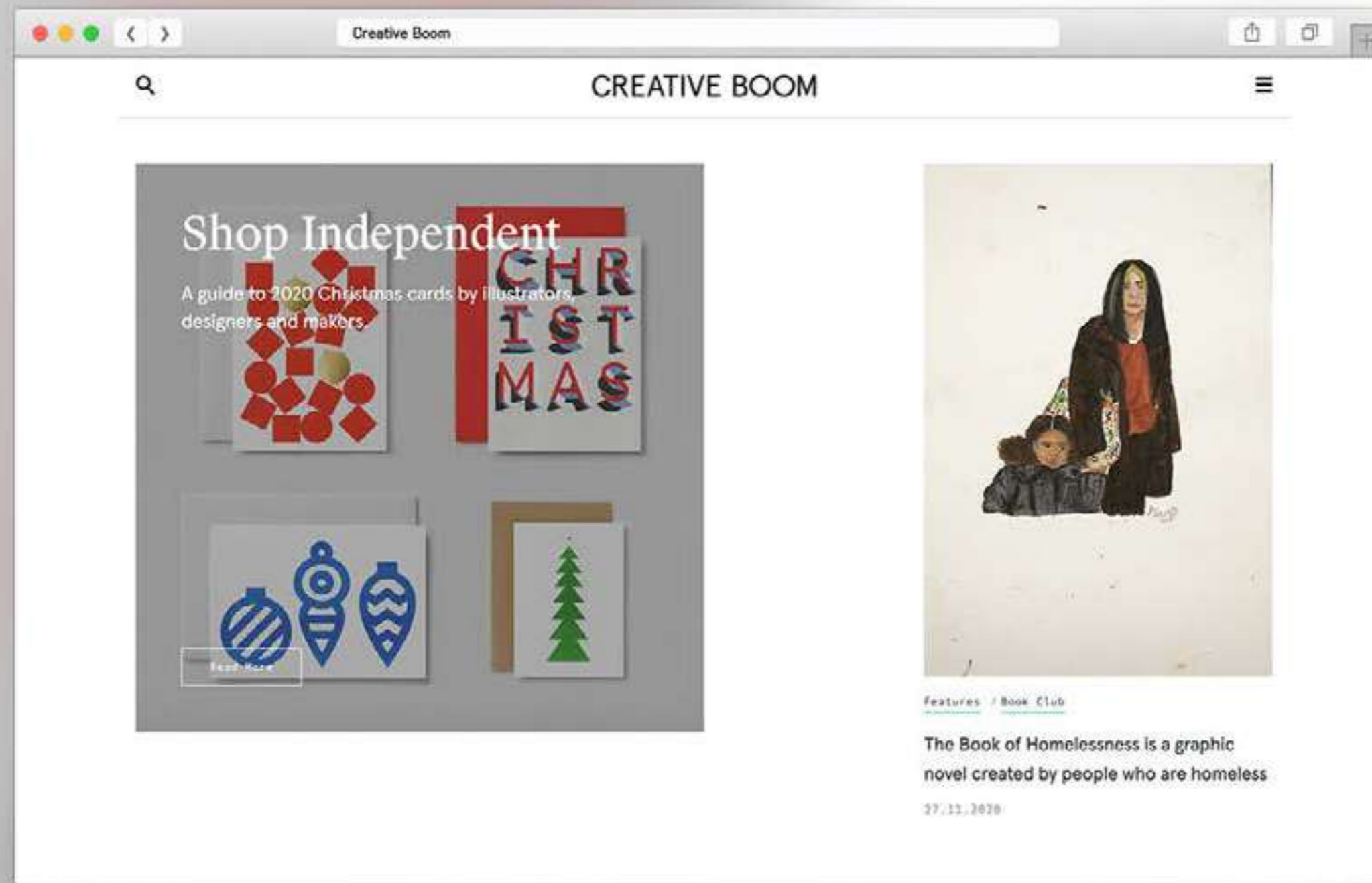


George Ledo's notes on over 35 years of scenography and technical theater experience to provide ideas on what to do after graduation, help to understand why a project worked or didn't work, to think about what could be done differently and to prepare for a professional career.

SET DESIGN

## 2. Research

**CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Creative Boom**



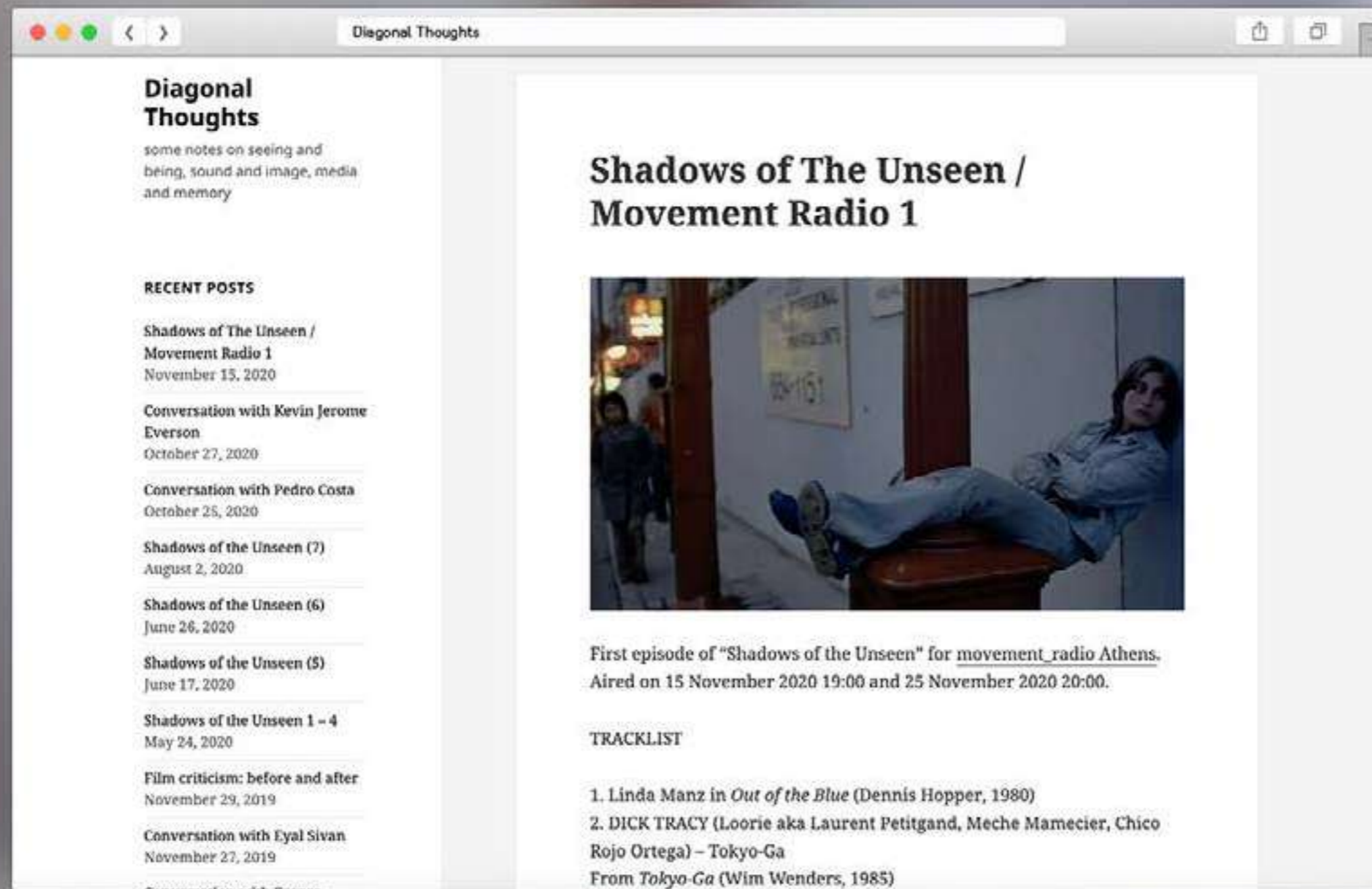
### **Creative Boom**

(of course) celebrates, inspires and supports the creative community and has an excellent section on graphic design to give you loads of inspiration. The magazine also features insightful interviews with some of the world's leading designers.

GRAPHIC DESIGN

## 2. Research

CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Diagonal Thoughts



Media and culture aficionado Stoffel Debuysere, maintains a curated collection of “notes on seeing and being, sound and image, media and memory.” The site presents fresh, mind-bending findings drawn from the worlds of neuroscience, philosophy, sociology, computer science, cultural studies, and the cinema. The articles have a brilliance all their own. **Diagonal Thoughts** is nothing less than the cinephile's survival guide for the 21<sup>st</sup> century.

CINEMA

## 2. Research

**CAPTURE IDEAS AND CHECK OUT THIS WEBSITE - Festhome**



The only platform created specifically for online film festivals, where you can find the latest announcements for film festivals around the world.

CINEMA

[illegible]

# 3. Brainstorming

## BECAUSE IDEAS CAUSE IDEAS

Brainstorming is a powerful tool to generate creative ideas and also a fundamental part of the design process because even if you don't like it, it is highly useful. It can help creating new patterns of thinking and develop problem solving skills.

The best technique and the most common way to do it is using a mind map in order to create free association ideas.

# 3. Brainstorming

## BECAUSE IDEAS CAUSE IDEAS



### POST-IT TECHNIQUES

The most creative and popular creative technique. State the problem or the chosen theme, then use post-it or images in order to generate linked ideas and concepts. Pair words, organize and re-organize thematic groups, use different coloured pieces of paper to immediately identify different groups of information.



### MIND MAP

Unleash your mind's creativity with mindmapping technique. It is basically a diagram that connects information around a central subject. Put at the centre of a page your main idea connecting it with related topics and subtopics. In a once you can have a great overview of the subject gaining a huge amount of additional information.

### 3. Brainstorming

BECAUSE IDEAS CAUSE IDEAS

Concept

Open  
process

1  
Power  
of  
idea

Start **strong**, Link ideas  
and isolate words.  
**Organize** groups  
of words that belong  
to similar groups.

1  
Honesty with  
ourselves

Strong  
Design  
Skills

2  
Creative in  
PRODUCT  
development

1  
Digital  
AS  
VISION

2  
Passion

Diversity  
of  
opinions

The creative process

The creative process

The creative process

The creative process

The creative process

The creative process

The creative process

The creative process

The creative process

The creative process

# 4. The creative process

## DEVELOP YOUR IDEAS

The creative process is a cognitive process that produces, transforms and generates your work experimenting new formal combinations and solutions about an idea or a concept.

Creativity is individual, and creation is the hardest part. But it is something that can be developed, that you can have if you want. There is not a right way to make ideas happen.

Choose two or more items from your mind map and experiment in an inventive way. Start drawing and try to use different and alternative media such as textiles, paint, collages, paper, photographs but also sand, food such as coffee, wood, ceramics, video and so on.

# 4. The creative process

EXPLORE YOUR IDEA

Include paintings, graphic designs, illustrations, storyboards, photographs, videos, textiles, animations, sculptures, product design works, ceramics, poetry pieces.



**Build up your portfolio**

**Build up your portfolio**

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**Build up your portfolio**

**Build up your portfolio**

**Build up your portfolio**

**Build up your portfolio**

**Build up your portfolio**

# 5. Build up your portfolio

## LET'S GET PRACTICAL

Now that you have your content you need to organize it. Storytelling is a good strategy and is based on the chronological order of the design process.

Think of your portfolio as a conversation through which talk about your set of skills and highlight your interests. Contextualize your work using a clean and simple layout.

Respect the key principles of composition as tone, perspective, colour, balance, contrast, space. Do not use small details and remember the K.I.S.S. rule:

**KEEP IT SUPER SIMPLE.**

# 5. Build up your portfolio

## LET'S GET PRACTICAL



### COLLECT THE MATERIAL

Study your material keeping always in mind that a portfolio should reflect your personality as well as get the attention of your public. So don't forget your AUDIENCE.



### HIERARCHY

Any visual work needs a clear hierarchy. Organize and prioritize the information in a meaningful way. Remember the importance of the storytelling. Each chapter of your portfolio must focus on a single idea.



### DESIGN

Adobe Indesign is still the right tool to create a layout even if your portfolio is a traditional one. In this case a good choice would be to scan it in order to create the layout in Adobe Indesign or Microsoft publisher. Scribus is the best choice as a free alternative.



### PRESENTATION

Remember that presenting your portfolio correctly is very important. Be confident in your projects and ideas, you must be the first fan of your work.

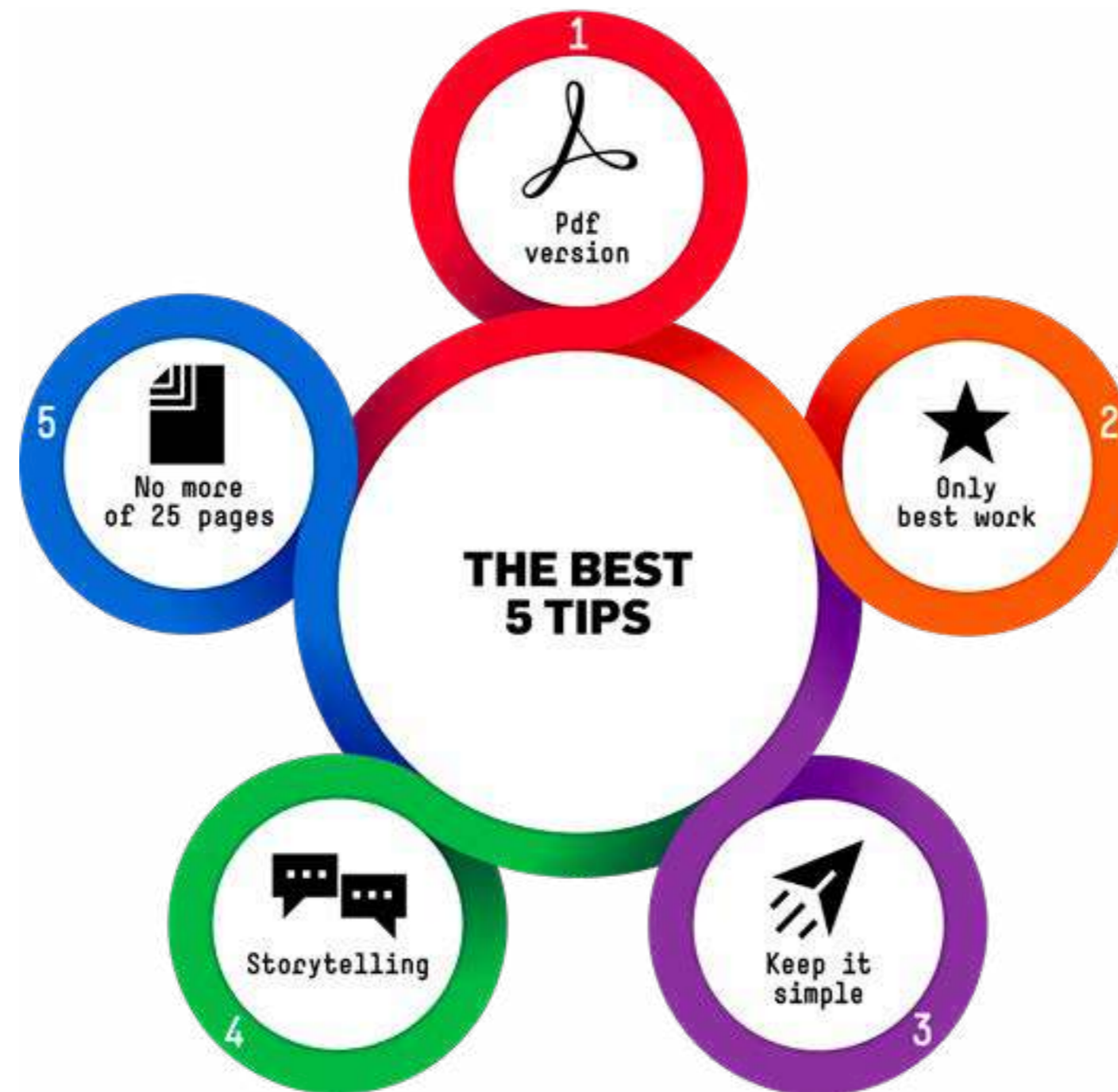
# Keep in Mind - Final suggestions

WHAT REALLY MATTERS IN A PORTFOLIO



# Keep in Mind - Final suggestions

## THE BEST 5 TIPS



# Academy Submission

The quality of the portfolio is a determining factor for the awarding of scholarships for the **Master of Arts** offered by **RUFA**:

- maximum number of pages (25);
- weight limit (20-25 MB).

# Academy Submission

To participate in the selection you will submit the scholarship application form through the **unirufa.it website**.

For further details about requirements and admission procedures please contact the local agency or our orientation office at the following number:  
Tel **+39 06. 85.86.59.17** | **orientamento@unirufa.it**

The background of the slide is decorated with a dense pattern of colorful confetti and streamers in shades of red, blue, green, orange, and purple, arranged in a curved, celebratory pattern.

# Thank you and enjoy

FOLLOW US ON

