MADE Portfolio Guidelines

Portfolio Guidelines Introduction
Your portfolio's purpose is to engage people and get them excited about your work. It should serve as a clear and concise guide to understanding your practice. In this document, we hope these tips and guidelines will serve you well as you prepare your application for the MADE program. This document lays out your audience, what we look for in a strong portfolio, and the portfolio requirements.

How we look at your portfolio:
A great portfolio gives a window into much more than your skills. It shows how you like to spend your creative time, why each project matters to you and/or others, how you think about your work and in what level of depth, your making process, and your collaboration process.

When the committee reviews portfolios, we get excited about your project ideas (usually, in the form of a finished product or experience) and why you chose to work on them. When we read them in more detail, we are interested in how you manage your process, how and why you pick which projects to work on, how you think, how you work, and how you collaborate.

Your Audience = MADE. If you are applying to MADE, the admissions committee is your audience. Specifically, the Panel consists of: Program Directors, Faculty, and Admissions Assistants. To successfully engage the MADE panel, try to understand us as your specific audience. Below are some points to consider when thinking about your audience:

- **Problem:** What problem is MADE trying to answer? We seek to build a community that will support and enrich our program and each other, moving towards success by producing projects (and people) that engage, challenge, and improve the constantly evolving world that we all share.

- **Context:** In what context is this portfolio being reviewed? We review A LOT of portfolios. So, be strategic about how you share your projects. Remember, your portfolio is an overview of your projects. We don't need to know everything about your project - just the important parts.

- **Experience:** What do we like to see? What are we used to seeing? How do we usually consume information? We are people. Take time to get to know us and see how you can relate to us not just as an institution but as a community of people. Look at other Masters programs for context. How are they different? What are we and/or they good at? What do we/they need to get better at? We want to know that you're applying to MADE for a reason - your portfolio and personal statement should reflect this.

- **Response:** What questions will we ask in response to your presentation? After reviewing your portfolio and application, we might ask: Does your work look relevant to the aims of the MADE program? Why do you want to go back to college? Why MADE? Will you succeed in the program? How can MADE support you and your goals? How will you contribute to our community's culture?

MADE Portfolio Requirements

You will submit your portfolio as an attachment to your application [VIA Secure Portal](#)

Your portfolio should be a 7 - 10 page PDF document. Feel free to design your portfolio the way you see fit. However, your designed/stylized portfolio should not be distracting or overwhelming.

Number of projects: This document should highlight 3 - 4 projects. Per project, we recommend allocating
- 1 page for project introductions
- 1-2 pages for process and further description about the project.

Summary of projects: Your projects should showcase a problem, why it matters to you or others, research methods, thought processes, technical skills, resolution, and any validation data or awards that speak to the success of the resolution.

Links to projects: Wherever possible, include a URL to learn more about the project or company.

Descriptions of projects: Compelling storytelling through media and the written word. Descriptions in your portfolio should be concise and to the point. Process documentation is encouraged. We recommend including images of:
- Concept drawings
- Digital renderings
- In progress images of projects
- Final projects

If your project is not product-based, be creative about your documentation. Feel free to include:
- Documentation of your planning
- Before and after images
- Images and/or videos of the experience
- Interviews you've conducted
- Graphs and chart of your research

Videos and GIFs of your projects are welcomed:
- Videos should not be longer than 4 minutes. (The shorter the better)
- You can add a link in your portfolio to your video. We recommend linking it to a video sharing platform such as YouTube, Vimeo, or your personal website.
- You are welcome to show screenshots of your videos as part of your portfolio as well.

Feel free to also include a link your personal website

Do not:

- Submit more than 10 pages for your portfolio. The review process will stop at page 10. All subsequent pages will not be considered as part of the application review.
- Do not submit an index, cover page, and personal introductions. We just want to see your projects and process.
- Do not submit inspiration or mood boards.
- Do not submit lengthy descriptions to over explain or over contextualize your project.
- Do not send in physical portfolios, works, or objects.
  - Anything physically sent in will not be used for application evaluation.
  - Anything physically sent in will not be returned and will be discarded.
- Do not email statements and additional projects to the MADE faculty.