

## **BLA Portfolio Review Guidelines**

Your portfolio should include a variety of works that show your creative potential and give us a sense of how you think about design.

We evaluate based on three primary criteria

- 1) creative capabilities and potential
- 2) technical proficiency and aesthetic sense
- 3) environmental sensibility and understanding of landscape design

We are open to any work which you think best shows your interests, abilities and experiences. In the past, portfolios have included landscape architecture course projects, artwork (both coursework and personal), photography, crafts (including pottery, glassmaking, metalworking), creative writing and other graphic or visual design projects. Consider including work that shows your process and not just the final product.

The layout and design of the portfolio itself can be just as important as the pieces included. Think about how you organize your content and do so intentionally (are you moving chronologically through different mediums or through themes?).

We recommend that you limit the amount of text in your portfolio but include enough to provide context. In particular, please include information on the medium for each piece (charcoal, pencil, SketchUp, InDesign).

We ask that you limit your portfolio to no more than 20 pages. Strong portfolios typically have 12-20 pages. Remember that one page can include multiple pieces of work or one project might cover multiple pages.

The final portfolio should be a PDF document. In the past students have created their portfolio in Microsoft PowerPoint and Adobe InDesign.