nscc

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

NSCC Professional Photography Program Portfolio Requirements

1. PERSONAL WORKS

Applicants are asked to submit eight (8) of their strongest images. These should each be unique, stand-alone images, not part of a series,

A wide variety of images is required in this section. Personal work should reflect applicant's technical proficiency, photographic exploration and experimentation, creativity, and personal vision.

Work must include posed portraits and candid portraits. Additional suggested subject material includes (but is not limited to) editorial, commercial, night photography, events, travel, scenic, and nature photography.

This portfolio of images should capture your current, unique way of seeing and creating images.

PLEASE NOTE
Images for the Personal Work component of the portfolio application must be original work, created by the applicant and should consist of images that represents the applicant's best work to date and is to be separate from the Photo Essay component.

Using a DSLR or Mirrorless camera to create the work for this portfolio is strongly recommended.

2. PHOTO ESSAY

Applicants are asked to submit a Photo Essay consisting of ten (10) images that work together to create a visual narrative.

What is a Photo Essay?

A photo essay is a story telling method - with images, not words. Successful photo essays have a strong, powerful message and evoke emotion and thought in the viewer through a series of images.

Examples of a photo essay may include (but are not limited to):

A DAY IN THE LIFE
A day-in-the-life approach to a photo essay captures the process of a person as they go about their day. With a limited series of images - the viewer learns something interesting about the daily life of the subject.

EVENT COVERAGE
Documenting an event can be a challenging and fun opportunity to create an interesting photo essay. Events can include sport games, concerts, performances, celebrations and festivals. Event Coverage should not only document the main subject - it should also capture the other elements that make for a great event e.g. the people, the location, the lighting, the food, the emotion. A strong event photo essay will leave the viewer feeling like they were there experiencing it for themselves.

PLEASE NOTE
Images for the Photo Essay component of the portfolio application must be original work, created by the applicant, specifically for the Entrance Portfolio portion of the application.

Using a DSLR or Mirrorless camera to create the work for this portfolio is strongly recommended.

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
	Personal Works (8)
	Photo Essay

NSCC Professional Photography Program
Entrance Portfolio Assessment

There are (2) sections to the assessment: Personal Work & Photo Essay. The total score must add up to a minimum of (11) in each section. If there is a score 1 in more than a single category- the applicant may consider applying to the Applied Media & Communications Arts program to develop the skills required for entry to the Professional Photography Program.

PERSONAL WORK	4	3	2	1
Impact	The overall impact of the photographs is powerful. The photographs are unique and communicate a message or provoke thought.	The overall impact of the photographs is powerful - however, some appear generic or lack clear communication.	Several aspects of the photographs are effective - however, there are several distractions ranging from technical aspects, composition and/or communication.	The photographs lack impact due to flaws in technical aspects, composition, and/or communication.
Technical	All aspects of the photographs display strong technical skill (focus, depth of field control, use of light, exposure, etc.)	Several aspects of the photographs display strong technical skill (focus, depth of field, control, use of light, exposure, etc.)	Several aspects of the photographs display technical skill (focus, depth of field control, use of light, exposure, etc.) however, certain areas require more attention.	The photographs overall lack technical proficiency in many areas (focus, depth of field control, use of light, exposure, etc.)
Composition	Compositional elements and cropping are effectively used throughout to strengthen the subject.	Compositional elements and cropping are used throughout and are somewhat effective in strengthening the subject.	Compositional elements and cropping are used with minimal effectiveness.	Photographs overall do not appear to have a subject or purpose and compositional concepts are not evident.
Variety	Work includes strong, intentional portraits, a wide range of other subject material, lighting conditions, locations, and technical approach.	Work includes some strong, intentional portraits, a moderate range of subject material, lighting, locations, and technical approach.	Work includes few portraits. There is minimal range of subject material, lighting, locations, and technical approach.	Overall, work does not show sufficient variety.

COMMENTS

PHOTO ESSAY	4	3	2	1
Visual Communication & Impact	The overall impact of the series of images is powerful. The photographs are unique yet work together as a series to communicate a strong message and provoke thought.	The overall impact of the series of images is powerful - however, some appear generic or lack clear communication.	Some aspects of photo essay are effective – however, there are several distractions ranging from technical aspects, composition and/or communication.	The photo essay lacks impact due to flaws in technical aspects, composition, and/or communication.
Technical	All aspects of the photo essay display strong technical skill (focus, depth of field control, use of light, exposure, etc.)	Several aspects of the photo essay display strong technical skill (focus, depth of field, control, use of light, exposure, etc.)	Several aspects of the photo essay display technical skill (focus, depth of field control, use of light, exposure, etc.) however, certain areas require more attention.	The photo essay overall lacks technical proficiency in many areas (focus, depth of field control, use of light, exposure, etc.)
Composition	Compositional elements and cropping are effectively used throughout the series to strengthen the subject.	Compositional elements and cropping are used throughout the series and are somewhat effective in strengthening the subject.	Compositional elements and cropping are used with minimal effectiveness throughout the series.	Photo Essay overall does not appear to have a clear subject or purpose and compositional concepts are not evident.
Variety	Work depicts a wide variety of images including strong, intentional portraits, closeup/details, wide-angle and action images. Images work very well as a series.	Work depicts moderate variety including strong, intentional portraits, closeup/details, wide-angle and action images. Images work somewhat well as a series.	Work includes some portraits, though overall, more attention to variety re: image style is required. (e.g., close-up, detail, wide-angle etc.)	Overall, work does not show sufficient variety to work together as an effective photo essay.

COMMENTS