Kutztown University
Crafts

Instructions for Submission of Your Portfolio to SlideRoom

Deadlines
BFA Crafts, Freshmen and Transfers to begin Spring 2016; November 1, 2015
BFA Crafts, Freshmen to begin Fall 2016; February 1, 2016
BFA Crafts, Transfers to begin Fall 2016; April 1, 2016

Portfolio
In order to evaluate your ability to succeed in the Crafts program and to be accepted into the major, you must submit a portfolio of artwork. The minimum number of artworks is ten and the maximum is twenty. Your portfolio may show a range of experiences in media, techniques and subject matter. Applicants may demonstrate depth or breadth and should avoid submitting first-time efforts at media. We are seeking applicants that demonstrate creative and inventive abilities and have successfully moved beyond class assignments. Works may be two or three dimensions. Drawings should be done from direct observation rather than photographs. Anywork from the disciplines of Fine Art, Crafts, Illustration, and Graphic Design is acceptable.

Photographing Artworks
When photographing work for your portfolio a basic point and shoot camera is adequate. A cell phone camera is not. Pay careful attention to the following:

Background and Foreground
Photograph against a neutral background such as gray, black or white. Paper is best but any neutral surface without detail will work. This is especially important for three-dimensional work because backgrounds cannot be cropped afterwards. Do not photograph two-dimensional artwork through glass. Do not include frames or over matts.

Lighting
The simplest way to get the best lighting is to use daylight. Do not use flash. The best type is indirect daylight; avoid photographing in direct sunlight. This can be achieved by photographing in a room with large windows or outside in the shadow of a building or trees. Avoid photographing late in the day when the sun is low. Set the white balance on your camera to avoid distracting color shifts.

Focus
Carefully check the focus in your images. If your camera is auto-focus take some practice exposures and download them to check that they are sharp on a computer screen; small camera screens are not large enough to evaluate focus. A tripod will help tremendously with focus. It is best to make a number of exposures of each artwork while you have your work set up. Get close enough to minimize the background.
**Editing Images**

After downloading your images to your computer you may edit the images by enlarging, cropping, straightening and manipulating the brightness / darkness. Do not change the proportions or color. You may only edit to correct camera errors; any other changes would constitute a false representation of your work.

In SlideRoom you will be prompted to title each of your works. If you do not have a title you may put *Untitled* in that field. The “Year” field designates the year the work was completed.

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**SlideRoom**

SlideRoom is a widely used web-based service for application to visual and performing arts programs at colleges and universities. SlideRoom is easy to use and will allow us to process your application efficiently. The fee for use of the service is $12.


- To begin the application process navigate in your browser to [https://kuva.slideroom.com](https://kuva.slideroom.com)
- Sign up for SlideRoom.
- From the *Directory* choose the program semester (Fall or Spring) and level (Freshman or Transfer) you wish to apply for.
- You will be guided through the application process for the essay and the portfolio.
- If you have any questions contact Prof. Radyk at radyk@kutztown.edu
- Double-check that you have completed all requirements and followed directions. Pay the fee, submit your application, make a record of your confirmation number and wait for the news! You will be notified by the Admissions Office.

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*The use of SlideRoom is not mandatory for application. Students may contact Undergraduate Admissions or the Art Education department for directions on alternate methods of submitting materials.*