

## **Instructions on producing your portfolio**

An important aspect of the intake assessment is the portfolio that you have to submit via 'Osiris Admissions Minerva'. (You will only be granted access to this environment once you have been registered through Studielink.) You will be assessed on the basis of the assessment form that can be downloaded from the website.

This portfolio is to contain

- An illustrated PDF featuring an explanation of your artistic work and the production process.
- Audiovisual attachments that you can upload to Osiris via 'Osiris Admissions Minerva' (up to 250 MB).

Contents of PDF:

- Front cover (personal details, educational background)
- Table of contents
- Chapter 1: Introduction
  - a. What do you create and why? (Provide concrete examples of your favourite work.)
  - b. Who will find your artistic work interesting? Describe this target group and explain why you think that they will appreciate your work.
  - c. What are your most significant talents and shortcomings and how do these help and hinder you? Explain what you need to do to compensate for these shortcomings and to make the most of your talents.
- Chapter 2: Artistic work
  - d. What topics do you cover and what values do you express through your artistic work? (Show concrete examples of your own work accompanied by explanatory notes)
  - e. What are you aiming to convey and achieve through your work (core values and impact) and how does this influence your approach (subject matter, material, cooperation, audience)? (Show concrete examples of your own work and material.)
  - f. Which artists/creators do you watch and/or listen to the most, what excites you about their work and does this influence your own artistic work (if so, how)? (Show concrete examples of your own work and that of others.)
- Chapter 3: Vision of the future
  - g. Where do you see yourself in ten years' time?
  - h. What are you keen to learn and get from this course, and what will you bring to the table?
  - i. How do you see pop culture developing over the next few years, what will be the new hype and what trends and developments will you be part of as a pop artist?
  - j. What is the main thing that you will need to learn at the Minerva Academy of Pop Culture and how are you expecting this to happen?

Points for attention:

- The committee has limited time to look at each candidate's material. It will not be possible to go through hundreds of images or hours of audio or visual material. Please stick to submitting a compilation or selection of your most striking examples: a maximum of 20 images and 10 minutes of Time-based media (video or audio).
- Please ensure visual clarity by means of a clear page layout and page numbering.
- Please use unambiguous file names and include a list explaining the files submitted. Information we deem important: creator(s), date and purpose of the product.
- Your own development, personality and motivation play a significant role on the course, and so your portfolio will serve to represent you as an artist and creator. So please pay close attention to its design and presentation.
- The portfolio will have to be archived by the programme staff themselves. To this end, website applications saved elsewhere or productions for which special hardware or software is required will not be suitable. For that reason, you will need to document these productions separately by means of screen dumps or video recordings.