



Royal College of Art

Postgraduate Art & Design

Art & Design Portfolio Development Summer School: “Publishing the self”

Portfolio design, development and technical support



About the course

How do you create a compelling narrative about you? This summer school will draw on aspects of publishing, art direction, editorial design, curation and critical writing to inform how to create a distinctive progression portfolio tailored to your continuing educational and professional journey in art and design.

This course is ideal for any applicant intending to progress in higher education or in a career within an art or design discipline. Teaching and encouraging you to express yourself and your practice to a relevant audience, this interactive course also offers a valuable and productive opportunity for networking and collaboration. Delivered by the multi-disciplinary staff team of the Graduate Diploma at the RCA, this practical and advanced short course offers expert advice in the application process, in studio practice, academic skills, and technical support. RCA academic staff teaching this course are all practising artists and designers.

Following an initial instructive tutorial identifying specific progression aims and requirements, you will be taken through an intensive process of positioning and presenting your practice, critically engaging with your work, and leaving the course with a distinctive portfolio.

The three-week programme includes both taught sessions and independent exercises. By the end of the programme, you will have a distinctive portfolio in preparation for application

to a higher education programme in art and design at the RCA or elsewhere, and to use in professional practice for career progression.

Personal and organisational benefits

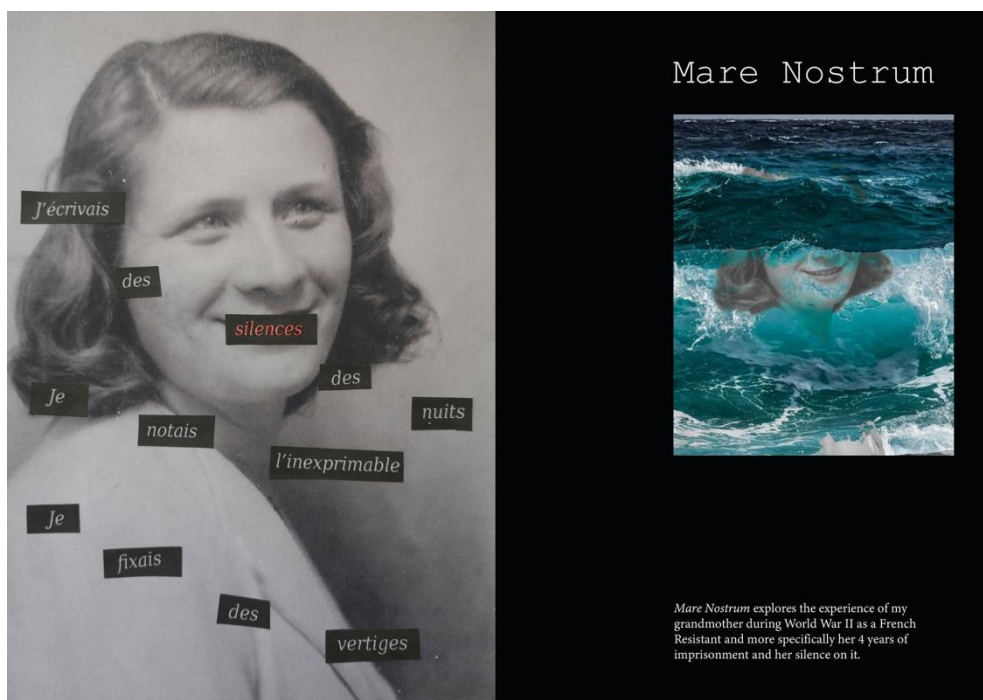
The benefits to you include:

- ✓ identifying aims and requirements for progression at the RCA, or other institutions offering programmes in art and design, or in your professional practice
- ✓ subject-specific guidance in one of our four pathways:
 - Communication Design
 - Fashion and Textiles,
 - Fine Art
 - Product, Interior and Spatial Design
- ✓ guidance on academic skills and English language support
- ✓ opportunity for collaboration and networking
- ✓ portfolio design, development and technical support
- ✓ certificate of online attendance on successful completion

Course outcomes

By the end of this course, you will have:

- ✓ a clear understanding of your individual progression requirements
- ✓ increased confidence in discussing and presenting your research and practice in a visual format
- ✓ developed a tailored progression portfolio, ready for making a relevant application in higher education or for presenting in a professional context.



Certificates of attendance

All students will receive a digital Certificate of Attendance on successful completion. Please note that this does not represent a formal qualification from the Royal College of Art. This has the RCA logo and is not dual branded.

Previous students that have completed RCA Short Courses have gone on to successfully apply to study on Graduate Diploma and MA-Level courses at the Royal College of Art.

Attendance requirements

- Must be at least 18 years old before the start of the course
- Should have a good command of English with min. 5.5 IELTS
- Studying an undergraduate degree year or above at a well-recognised university in China and demonstrate good overall university performance in their current year of study
- Existing work or portfolio they want to develop during the course

*The course is designed for those intending to progress in higher education within an art or design discipline. It is also appropriate for those who seek career progression and personal development in professional practice. Or education staff advising students on progression to RCA, including those from non-traditional art and design backgrounds.

Registration and Fee

For registration, please contact: icdsi.programme@gmail.com

Tuition Fee: £2450

(Early bird price is £2,300, please make the application and pay tuition fees before 1st April)

A scholarship of up to £800 will be provided by Global University Online. To apply, please contact scholarship@globaluniversityonline.org before 1st May.

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How will you learn?

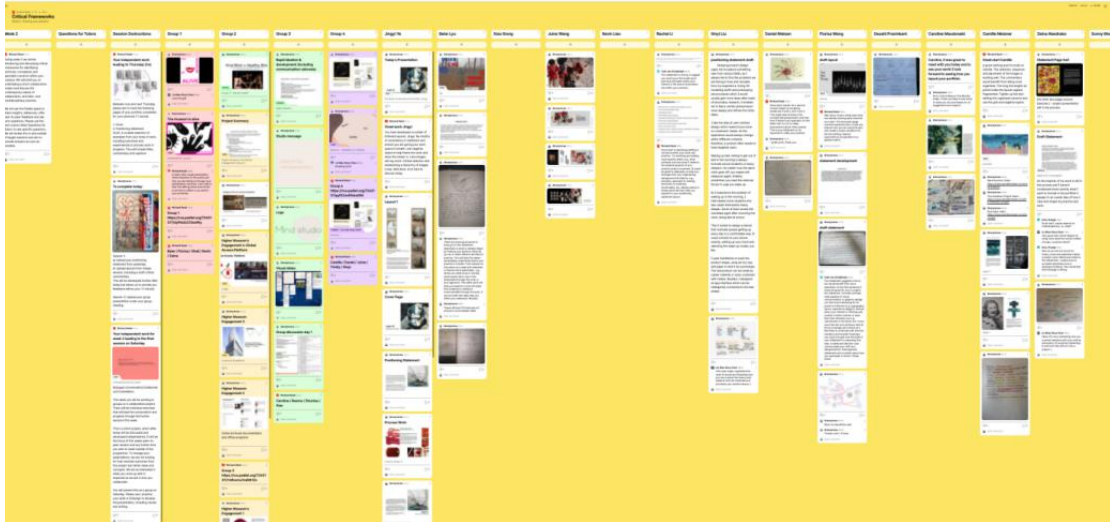
Learning will take place online with a blend of guided contact time through lectures, seminars, workshops, as well as small-group and one-to-one tutorials.

Over the duration of the three-week intensive programme, each week will have a focus. Activities will include: positioning your portfolio for contemporary art or design practice models for collaborative practice across disciplines professional practice lectures.

Live online delivery, digital delivery tools include:

- Zoom (RCA will provide the links)
- [Padlet](#) - interactive platform for communicating and sharing ideas
- [Moodle](#) - the colleges Virtual Learning Environment - host all course information

Students will need to be able to access these platforms during the course.



Example of Padlet - used for sharing work and ideas during the course

COURSE STAFF BIOGRAPHIES

RCA academic staff teaching this course are all practising artists and designers.



Richard Nash
Short Course Leader
Art & Design Portfolio Development
Tutor, Art & Design Graduate Diploma
<https://www.rca.ac.uk/more/staff/richard-nash/>

Richard has 25 years' experience as a practitioner, educator and researcher. Richard's research and practice focusses on the role of the designer as author, and self- and small-publishing. Core to this body of work is a focus on the book and the book as object, and in particular to exploring the reflexive and performative properties of the artists' book as a primary medium for situating multidisciplinary practice.

Richard is Tutor (Research) in communication design on the Graduate Diploma Art & Design. Richard has previously held academic roles as Senior Lecturer at University for the Creative

Arts and Leeds Arts University. In addition to completing an MA in Graphic Design, Richard is a Fellow of the Higher Education Academy and has completed a PGCE in Post Compulsory Education.



Gary Clough

Head of Programme

Art & Design Graduate Diploma, Royal College of Art

<https://www.rca.ac.uk/more/staff/gary-clough/>

Gary has over 25 years' experience in the higher education sector, with a specialist focus in international and transnational education. A graduate of Fine Art Sculpture from the University for the Creative Arts (1989) and the Royal College of Art (MA Sculpture, 1993; MPhil Sculpture and Animation, 2003). He has and continues to exhibit across the UK, Europe, US and China, from Tate St Ives to The Central Academy of Fine Arts Beijing.

Gary was the Head of International Pathways for the University for the Creative Arts from 2012 where he worked with and in association with education systems outside the UK. At UCA he developed, managed and delivered a range of art and design specific progression programmes at undergraduate and postgraduate level. The courses were designed to support students from non-UK art and design prior learning backgrounds, to develop their practice and academic skills appropriate to pursuing further progression. The development and delivery of these courses centred around key research focused on the implementation of embedded models and methods applied to the co-delivery of academic study skills, English for Academic Purposes and practice based study relevant to the Creative Industries.

QUOTES AND TESTIMONIAL

COURSE LEADERS

“As a practitioner and educator, spanning craft and fine art practice, collaboration and interdisciplinary engagement is essential as a tool to both engage and contribute to the creative communities we belong to.”

Gary Clough, Art & Design Graduate Diploma, Royal College of Art

“The portfolio as a practice is inherently multidisciplinary. As a self-authored publication, a portfolio translates a body of work through thoughtful art direction, critical writing and content

curation. A successful portfolio is the manifestation of a clarity in understanding where one's practice is situated and how it is positioned"

Richard Nash, RCA Short Course Leader Art & Design Portfolio Development Tutor, Art & Design Graduate Diploma, Royal College of Art

PREVIOUS STUDENTS ON THE COURSE

"This course gave me invaluable experience that will inform my portfolios and rhetoric for many years to come. It opened my eyes to the depths of nuance and expertise that developing a portfolio can involve and I am very grateful for the experience."

Daniel Nielsen, course participant August 2021 - Sculptor, Studio Woo, USA

"I received the guidance I have been craving for years with critical and optimistic feedback from enthusiastic tutors. Within a short time frame, the course helped me realise what it takes to transition into a creative practice and how to manoeuvre that shift realistically and effectively through portfolio work, from writing statements to the selection process."

Zeina Abedrabo, course participant August 2021 - Gallery Assistant Dubai

"Not only do you learn how to create the best portfolio, you also learn how to shape your future around art. This was a priceless experience with the top professionals industry."

Sun hi Moon, course participant August 2021

GALLERY



Yoga branding

The aim of the branding project was to tell a story of a yoga business, 'Yoga & Yoga'. Not many people understand what yoga means and the choices on the market are overwhelming. This branding project explores ways to demystify yoga and communicate 'Yoga & Yoga's unique teaching style.

Alpazero Cranshaw (2019)
Alida Nishkew and Bettner



A Meeting with Safflower (2019)
Dry safflower petals and some stains

Extracted Safflower Dye

Making safflower dye is a complex process involving several steps: collection, washing, identification and process control. We started with safflower but by having color. The extraction process was long and more effective in water. To successfully produce a rich, vibrant safflower, physical properties, extraction rates and chemical composition. Unexpectedly, it was a great experience and an interesting meet.



Dry Safflower Petals



Dyeing Safflower Petals



Removing Yellow Colour



Dyeing Safflower Petals



Testing PH

Appendix: Summer School Timetable

*Pre-sessionals start from 9th August 2022

9 sessions over 3 weeks

Week 1: 11, 12, 13 August 2022

Week 2: 18, 19, 20 August 2022

Week 3: 25, 26 & 27 August 2022

Pre-sessionals	Tuesday 9 August	Digital tools
45mins	Orientation	Zoom
2 hrs	Speaking in Academic Contexts	Zoom
Pre-sessionals	Wednesday 10 August	Digital tools
2 hrs	Academic English Writing	Zoom
1 hr	Ice Breaker Workshop	Zoom
Day 1	Thursday 11 August	Digital tools
	Welcome and introductions	Zoom
1.5 hrs	<p>Talk: Introduction to portfolio practice In this session we will introducing historical and contemporary precedents of portfolio practice and the nature of editorial strategy and art direction.</p> <p>Introduction to Online Tools: run through & exercise.</p>	Zoom / Padlet / Moodle
30 mins	<i>Break</i>	
2 hrs	<p>Personal diagnostic tutorial:</p> <p>Please ensure you arrive with a copy of your current portfolio and an outline of what your intentions are, e.g., progression with specific reference to courses where appropriate or professional practice with specific reference to specialism and field of practice.</p>	Zoom

	<i>Student self-study time when not attending tutorial.</i>	
	End of session	
Day 2	Friday 12 August	Digital tools
2hrs	<p>RCA teaching staff and student - pecha kucha</p> <p>In this session you will have the opportunity to view presentations by members of the staff team as well as present a short pecha kucha presentation about you, and your personal and professional interests.</p> <p>The RCA teaching staff are all practicing designers and artists.</p>	Zoom / Padlet
30 mins	<i>Break</i>	
1.5 hrs	<p>Peer to peer groups:</p> <p>In this session you will engage in peer to peer discussion. This will be facilitated by staff but led by you. There will be prompts provided by staff to focus the discussion. This will also be an opportunity to network with course members and gain valuable insight.</p>	Zoom / Padlet break-out rooms
	End of session	
Day 3	Saturday 13 August	Digital tools
1.5 hrs	<p>InDesign and portfolio art direction:</p> <p>In this session you will be introduced to Adobe InDesign. We will focus on art direction and technical skills in typographic practice and editorial design.</p>	Zoom / Padlet
30 mins	<i>Break</i>	
2 hrs	<p>InDesign and portfolio art direction:In this session you will be introduced to Adobe InDesign. We will focus on art direction and technical skills in typographic practice and editorial design.</p>	Zoom / Padlet

	<i>End of session</i>	
Day 4	Thursday 18 August	Digital tools
1.5 hrs	Collaborative project: In this session we will brief you on developing a short collaborative project. The intention of this session is to identify technical, conceptual and material concerns within your individual practice through working with other disciplines. We will discuss contemporary approaches and methods of collaboration and the importance of interdisciplinary insight.	Zoom / Padlet
30 mins	<i>Break</i>	
2 hrs	Collaborative project: In this session we will brief you on developing a short collaborative project. The intention of this session is to identify technical, conceptual and material concerns within your individual practice through working with other disciplines. We will discuss contemporary approaches and methods of collaboration and the importance of interdisciplinary insight.	Zoom / Padlet
	<i>End of session</i>	
Day 5	Friday 19 August	
2 hrs	Framing your practice: In this session we will be focussing on drafting your individual practitioner or artist's statement.	Zoom / Padlet
30 mins	Break	
1.5 hrs	Peer to peer groups: In this session you will engage in peer to peer discussion. This will be facilitated by staff but led by you. There will be prompts provided by staff to focus the discussion. This will also be an opportunity to network with course members and gain valuable insight.	Zoom / Padlet
	<i>End of session</i>	
Day 6	Saturday 20 August	

2 hrs	<p>Framing your research: In this session we will be focussing on how to synthesise and articulate your research, preliminary work and/or outcomes in your critical portfolio commentary.</p>	Zoom / Padlet
30 mins	Break	
1.5 hrs	<p>Presenting your collaborative project:In this session you will have the opportunity to present your collaborative project as a group.</p> <p>We are interested in your methods of collaboration, roles and responsibilities, the outcome or concept being presented, and how your approached the presentation.</p>	Zoom / Padlet
	End of session	
Day 7	Thursday 25 August	
4 hrs	<p>Personal feedback tutorial: In this session you will meet with an RCA tutor to discuss your developing portfolio.</p> <p>This is a 30 min feedback 1:1 tutorial</p> <p>Please ensure you arrive with a version of your portfolio InDesign file. You will be asked to screen share for focused discussion and feedback. We will be looking at both the design and art direction as well as the written critical commentary. It is important that at least two projects within your portfolio draft are resolved to enable us to give feedback.</p> <p><i>Student self-study time when not attending tutorial.</i></p>	Zoom / Padlet
Day 8	Friday 26 August	
2 hrs	<p>InDesign and portfolio art direction: This session is an optional open studio drop-in for technical support. We will support any technical issues with your portfolio design and production.</p>	Zoom / Padlet
30 mins	Break	
1.5 hrs	<p>Peer to peer discussion: In this session you will engage in peer to peer discussion. This will be facilitated by staff but led by you. There will be prompts provided by</p>	Zoom / Padlet

	staff to focus the discussion. This will also be an	
	opportunity to network with course members and gain valuable insight.	
	End of session	
Day 9	Saturday 27 August	
	Welcome Back - final day	
2 hrs	Portfolio presentations: In this final session, you will have the opportunity to present your portfolio to your peers and staff.	Zoom
30 mins	Break	
1.5 hrs	Portfolio presentations: In this final session, you will have the opportunity to present your portfolio to your peers and staff.	Zoom
30 mins	Reflections from staff and students Certificates and opportunity to discuss progression at the RCA.	Zoom
	End of course	