

## CONCENTRATION

The concentration portion of the portfolio is worth a total of 1/3 of the entire portfolio grade. There are 12 works necessary to complete this section.

"They" are looking for **your VOICE!** Without you being there, how will your work speak for you? Think edgy...Stretch and vary concepts.

**Drawing portfolio** encompasses most 2-D materials except photography and digital work. This portfolio needs to show mark making and drawing from observation.

**2-D Design** includes works created in digital art, photography, printmaking. This portfolio is evaluated through the lens of design principles.

\*Note: 2-D Portfolio is complicated in grading-it uses an umbrella for many materials. **Photos HAVE to succeed as being DESIGN-based. Less about point-and-shoot-more about design.**

A concentration evaluates a student's thinking process. Top scores are seen if work is complicated with supporting detail. (Not necessarily realistic.)

THERE IS NO ROOM FOR CUTENESS HERE!

It is meant to be a compelling visual theme showing coherence and development. **A visual idea. MORE THAN A MEDIUM.** A subject is not a concentration. Because I'm interested in communicating motion I will work in kinetic sculpture. The more visual the idea, the better.

Example:

### **BAD**

Trees

### **GOOD, showing clear growth**

Trees serving as protection, shade, a branching structure.

THE GOAL: You want to have 15 or so works so that you can eliminate a few.

When using color: "A color study should not merely be in color, it should be ABOUT color!"

Let value create structure. (What is the color of your light?)  
Color gets all the credit, but value does the work!