

**'Portfolio building – approaches and possibilities'**

**Date: 20th May 2021**

**Time: 12-1pm EST**

**Platform: ZOOM**

You are invited to join a seminar focused on **sharing ideas, insights and thoughts to support the development of your portfolio**. The nature of portfolio building is rather like dressing and building a look: It needs to be tailored, considered for the occasion / situation and made to measure – it is a bespoke process in response to many thoughts and considerations:

- Who is it for? What does it need to reveal? What is the focal point? What does it need to communicate? And there are many other questions to consider beyond these...

This seminar will particularly focus on the approach that might be relevant if you are interested in extending your education further. When applying to courses at UAL, there are principles that are important to consider. You might be ready to consider a portfolio to apply for a job in the industry. This might take a different approach and again requires a bespoke approach...

There will be key focus on:

- **Project journey's** revealing inspiration / responses / design thinking / problem solving and more
- Communicating **concepts** in unique ways
- Visual story telling; revealing **steps and stages**
- **Format** and **presentation** approaches

This seminar will be delivered by Karen Heard (International Academic, University of the Arts London)

Karen Heard is an imaginative and quirky Fashion Educator and maker with an extensive career specialising in Fashion and Textiles study from Undergraduate to Post Graduate. As a designer / maker and curious hunter / gatherer of specialist collections, there is unending inspiration and investigation that underpin her specialisms. A strong communicator with extensive global insights, Karen is informed and respectful of individualism and responds to opportunities to engage with varied contexts and cultures. Karen is student centric and able to engage in creative conversations and drive ideas generation. She can confidently challenge viewpoints and opinions to inspire and develop original, conceptual and critical thinkers.

As an International Academic, Karen works globally to identify and guide talented individuals into their preferred creative studies through a toolkit of interactive content including workshops, seminars, lectures and tutorials. With over a decade of expertise in this area, Karen has delivered transformative educational experiences in a range of countries including Colombia, Ukraine, Taiwan, Japan, Canada, China, Saudi Arabia, India, Brazil, Mexico and beyond.