

PORTFOLIO EVALUATION FORM

Artist's Name _____

Reviewer's Name _____

Your written evaluation of this portfolio is vital. Please pay attention to detail. Imagine you are the person the portfolio is addressed to, and you have just received it in the mail.

Does the portfolio include (use a checkmark if it is included, an NA for Not Applicable)

____ Cover Letter

____ Project Proposal

____ Artist Statement

____ Résumé/CV

____ List of Artworks

____ Visual Presentation

____ Budget

____ Hand-out materials (business cards, exhibition announcements, etc.)

____ Other: _____

1. What is your first impression?

2. Does the cover letter clearly state what the artist is asking for? Does it include contact information?
Any suggestions for changes?

3. Regarding visual information:

A. What visual materials are included?

B. Are the images effective?

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C. Do you understand the work from the visuals? Do they raise any questions? If so, list them.

D. Can you understand the information on the labels? Is it helpful?

E. Would you make any changes to the visual materials?

4. Regarding the written information:

A. What are your impressions of the artist statement?

B. Does it give you an overall picture of the artist's practice?

C. Does it address the work in the portfolio?

D. If you have questions or suggestions, list them here.

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5. Regarding the artist's résumé:

A. Is it easy to read?

B. What information is included? Is there any information missing?

C. Is it well organized?

6. What could be included to make the presentation stronger?

7. What could be eliminated from the presentation? Why?

8. Would you accept this artist's application?

9. Any final comments?