2022-2023 NATIONAL PORTFOLIO DAY SEASON

SOCIAL MEDIA & COMMUNICATIONS

Members ToolKit

Download Assets

Learn More
Dear fellow NPDA members,

The attached pages will provide you with an overview of the types of promotional content we have made available for you, to share with your communications teams. This year, we have developed a dynamic series of collateral to help promote all the events of the 2022/23 season. We have included suggested text to accompany social media posts and we have included a variety of graphics that are sized to suit a range of communications platforms. We encourage you to use these materials where possible to help create awareness and participation. The more we all share, the more recognizable this campaign will be.

Thank you, and we hope you have a safe and productive season,
NPDA Board Members
NATIONAL PORTFOLIO DAY

Take your future in art + design above and beyond

40+ free portfolio events
Visit with counselors, admissions team members, and faculty from art and design schools for a review of your portfolio before applying to colleges or universities.

REGISTER NOW
FREE TO ATTEND

NATIONALPORTFOLIODAY.ORG
ABOUT NATIONAL PORTFOLIO DAY

WHAT IS THE NATIONAL PORTFOLIO DAY ASSOCIATION?
The National Portfolio Day Association (NPDA) was established in 2003 by designers and educators of graphic design and fine art to address a gap in the visibility of student work. NPDA is a national network of event organizers who work together to provide free virtual and in-person events on the National Portfolio Day date. NPDA is recognized by the National Association of Schools of Art and Design (NASAD) and the National Art Education Association (NAEA) as a continuing education provider for the design and communication fields.

WHAT ARE NATIONAL PORTFOLIO DAYS?
National Portfolio Days (NP Days) give prospective college students the opportunity to present their work to professional representatives of art and design programs at their universities. NP Days provide a unique opportunity for students to connect in-person with professionals in the field and demonstrate their work and portfolios in settings that will provide them with feedback and support.

WHAT ARE THE BENEFITS OF PORTFOLIO DAYS?
NP Days provide students with valuable opportunities to:
- Develop their portfolios
- Establish connections with professionals
- Gain insights into the college application process
- Learn about the design and communication fields
- Network with peers

WHAT ARE THE QUALIFICATIONS FOR NP DAYS?
NP Days are organized by accreditated colleges and universities and to receive accreditation from the National Association of Schools of Art and Design (NASAD), the event organizers must meet specific criteria, including:
- Meeting the national Portfolio Day date
- Conducting the event in a professional environment
- Providing feedback and recommendations to students
- Ensuring the event is free and open to all prospective students

WHERE ARE NP DAYS HELD?
NP Days are held in over 100 locations across the United States, Canada, and Europe. They are designed to accommodate students who are unable to attend in-person events. They are designed to be accessible to all students, regardless of their location.
ABOUT NATIONAL PORTFOLIO DAY

WHAT IS NATIONAL PORTFOLIO DAY®?

National Portfolio Day® is an opportunity for high school, college, and graduate students to meet one-on-one with art and design professionals to discuss their work. This event is hosted by the National Portrait Portfolio Day Association in collaboration with art and design schools, galleries, and institutions across the United States, Canada, and Europe.

WHAT ARE NATIONAL PORTFOLIO DAYS?

National Portfolio Days™ are events held annually in multiple locations across the United States, Canada, and Europe. Virtual events are also hosted to afford greater access to students unable to attend in-person events. They are designed to provide a unique opportunity for students to meet with counselors, admissions representatives, and professionals from art and design schools to present their portfolio. The events truly offer a small window into the planning of National Portfolio Day events. Today, the national portrait portfolio day association continues this work and has broadened its mission to provide support to professionals in the field of art and design.

WHY ATTEND NATIONAL PORTFOLIO DAYS?

National Portfolio Days provide a unique opportunity for students to present their work and creative decision-making. Students are surrounded by other artists, all of whom share a powerful commitment to art and design. Students are encouraged to use this as an opportunity to be inspired, make connections, and gain advice about improving and presenting their portfolio. The events truly offer a small window into the planning of National Portfolio Day events. Today, the national portrait portfolio day association continues this work and has broadened its mission to provide support to professionals in the field of art and design.

ATTENDANCE

The events are free to attend and are open to all students. Registrations are required and can be completed through the event page.

NATIONAL PORTFOLIO DAY ASSOCIATION

The National Portrait Portfolio Day Association is a non-profit organization that promotes the professional growth of artists and designers by providing portfolio review opportunities. The Association continues the work started by the National Portrait Portfolio Day Association of Chicago, which has been held annually in Chicago since 1991. The Association continues this work and has broadened its mission to provide support to professionals in the field of art and design.

VIRTUAL EVENTS

Some events are held online, allowing students and professionals to participate from anywhere in the world. Virtual events are detailed below.

CONNECT WITH THE NATIONAL PORTFOLIO DAY ASSOCIATION

If you wish to stay up to date on the activities of the National Portrait Portfolio Day Association, please visit our website at nationalportfolioday.org or follow us on social media.

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National Portfolio Day Assoc.

Since 1978, the National Portfolio Day Association was created for organizing and planning National Portfolio Days to support excellence in Visual Arts Ed.

nationalportfolioday.org  Joined August 2016

1,083 Following  2,578 Followers
That's one small step for you, one giant leap for art and design! Choose from 40+ #NationalPortfolioDay events to review your work in an out of this world experience.

Register now at nationalportfolioday.org

Take your future in art and design above and beyond at National Portfolio Day 2022-2023.

Free online and in-person portfolio reviews from Sept 2022-May 2023.

Visit with counselors, admissions team members, and faculty from art and design schools for free portfolio reviews before applying to colleges or universities at #NationalPortfolioDay.

Register now at nationalportfolioday.org
That's one small step for you, one giant leap for art and design! 👤 Free online and in-person portfolio reviews from Sept 2022- May 2023 at #NationalPortfolioDay

Prepare for lift-off! 🚀 Launch your future in art and design at #NationalPortfolioDay. Choose from 40+ portfolio review events for an out of this world experience

Sign up at nationalportfolioday.org

Incoming Transmission: Sign up for over 40 #NationalPortfolioDay events and receive free portfolio reviews before applying to colleges or universities

View the full event schedule at nationalportfolioday.org
SOCIAL MEDIA RESOURCES

INSTAGRAM

Announcement Stories

INSTAGRAM STICKERS
To drive registration, use the Instagram URL sticker to redirect to nationalportfolioday.org
SOCIAL MEDIA RESOURCES

INSTAGRAM

Undergraduate Event Carousels (per Month) and Individual Event Posts

EVENT CAROUSEL (MONTH)
September Undergraduate #NationalPortfolioDay Events 🚀 Register now for free online and in-person portfolio reviews at nationalportfolioiday.org

INDIVIDUAL EVENT (ONLINE)
Virtual #NationalPortfolioDay is on Month ##. Sign up for free portfolio reviews to take your future in art and design above and beyond 🚀
- Register now at nationalportfolioiday.org
- Month # VisitDays Platform
  1:00pm-5:00pm EDT
  at Event Location

INDIVIDUAL EVENT (IN-PERSON)
City, State #NationalPortfolioDay is on Month ##. Sign up for free portfolio reviews to take your future in art and design above and beyond 🚀
- Register now at nationalportfolioiday.org
- Month # City, State
  11:00am-3:00pm PST
  at Event Location

SAMPLE INDIVIDUAL EVENT (IN-PERSON)
Cincinnati, OH #NationalPortfolioDay is on Sept 25. Sign up for free portfolio reviews to take your future in art and design above and beyond 🚀
- Register now at nationalportfolioiday.org
- Sept 25 Cincinnati, OH
  12:00pm-4:00pm EDT
  at the Art Academy of Cincinnati
  @artacademyofcincinnati
SOCIAL MEDIA RESOURCES

**INSTAGRAM**

Graduate Event Carousels (per Month) and Individual Event Posts

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**EVENT CAROUSEL (MONTH)**

October Graduate #NationalPortfolioDay Events ⬇️ Register now for free online and in-person portfolio reviews at nationalportfolioday.org

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**INDIVIDUAL EVENT (IN-PERSON)**

City, State Graduate #NationalPortfolioDay is on Month ##. Sign up for free portfolio reviews to take your future in art and design mastery above and beyond 🦅

- Register now at nationalportfolioday.org
- Month # City, State
11:00am-3:00pm PST
at Event Location

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**SAMPLE INDIVIDUAL EVENT (IN-PERSON)**

Chicago, IL Graduate #NationalPortfolioDay is on Oct 22. Sign up for free portfolio reviews to take your future in art and design mastery above and beyond 🦅

- Register now at nationalportfolioday.org
- Oct 22 Chicago, IL
10:00am-2:00pm CDT
at the School of the Art Institute of Chicago @saicpics

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**INDIVIDUAL EVENT (ONLINE)**

Virtual Graduate #NationalPortfolioDay is on Month ##. Sign up for free portfolio reviews to take your future in art and design above and beyond 🦅

- Register now at nationalportfolioday.org
- Month # VisitDays Platform
1:00pm-5:00pm EDT
at Event Location
SOCIAL MEDIA RESOURCES

INSTAGRAM

Undergraduate Individual Event Stories

SEPT 17
LOG IN TO THE VISITORS VIRTUAL PLATFORM

SEPT 18
AT THE GEORGIA WORLD CONGRESS CENTER

SEPT 25
HOSTED BY THE ART ACADEMY OF CINCINNATI

NOV 05
HOSTED BY THE WILSON SCHOOL OF DESIGN AT KPU

NATIONAL PORTFOLIO DAY
ONLINE

NATIONAL PORTFOLIO DAY
ATLANTA, GEORGIA

NATIONAL PORTFOLIO DAY
CINCINNATI, OHIO

NATIONAL PORTFOLIO DAY
VANCOUVER, CANADA
SOCIAL MEDIA RESOURCES

INSTAGRAM
Graduate Individual Event Stories
SOCIAL MEDIA RESOURCES

TWITTER

Individual Event Posts

INDIVIDUAL EVENT ANNOUNCEMENT

#NationalPortfolioDay will be in Atlanta, Georgia on Sept 18 from 12pm-4pm EDT! Register now at nationalportfolioday.org

INDIVIDUAL EVENT REMINDER

One week left before Month # #NationalPortfolioDay in City, State from 12pm-4pm EDT! Sign up for free portfolio reviews to take your future in art and design above and beyond at nationalportfolioday.org

INDIVIDUAL EVENT (GRADUATE)

City, State Graduate #NationalPortfolioDay is on Month # from #pm-#pm EDT. Sign up for free portfolio reviews to take your future in art and design mastery above and beyond nationalportfolioday.org

CHARACTER COUNT

When posting on Twitter, keep the copy brief and concise! Twitter posts have a maximum of 280 characters.
Thank you for taking the time to review this year’s social media toolkit. Help us share the exciting news of our upcoming events through your platforms, and we can collectively ensure as many students as possible, from across the globe, can access our free events.