

2023-2024 NATIONAL PORTFOLIO DAY SEASON

SOCIAL MEDIA & COMMUNICATIONS

Members ToolKit

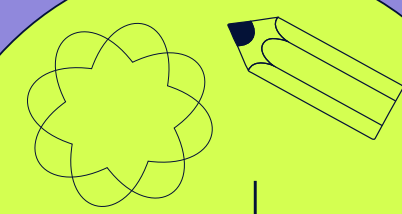
LAUNCH YOUR
FUTURE IN
ART & DESIGN

2023
.....
2024

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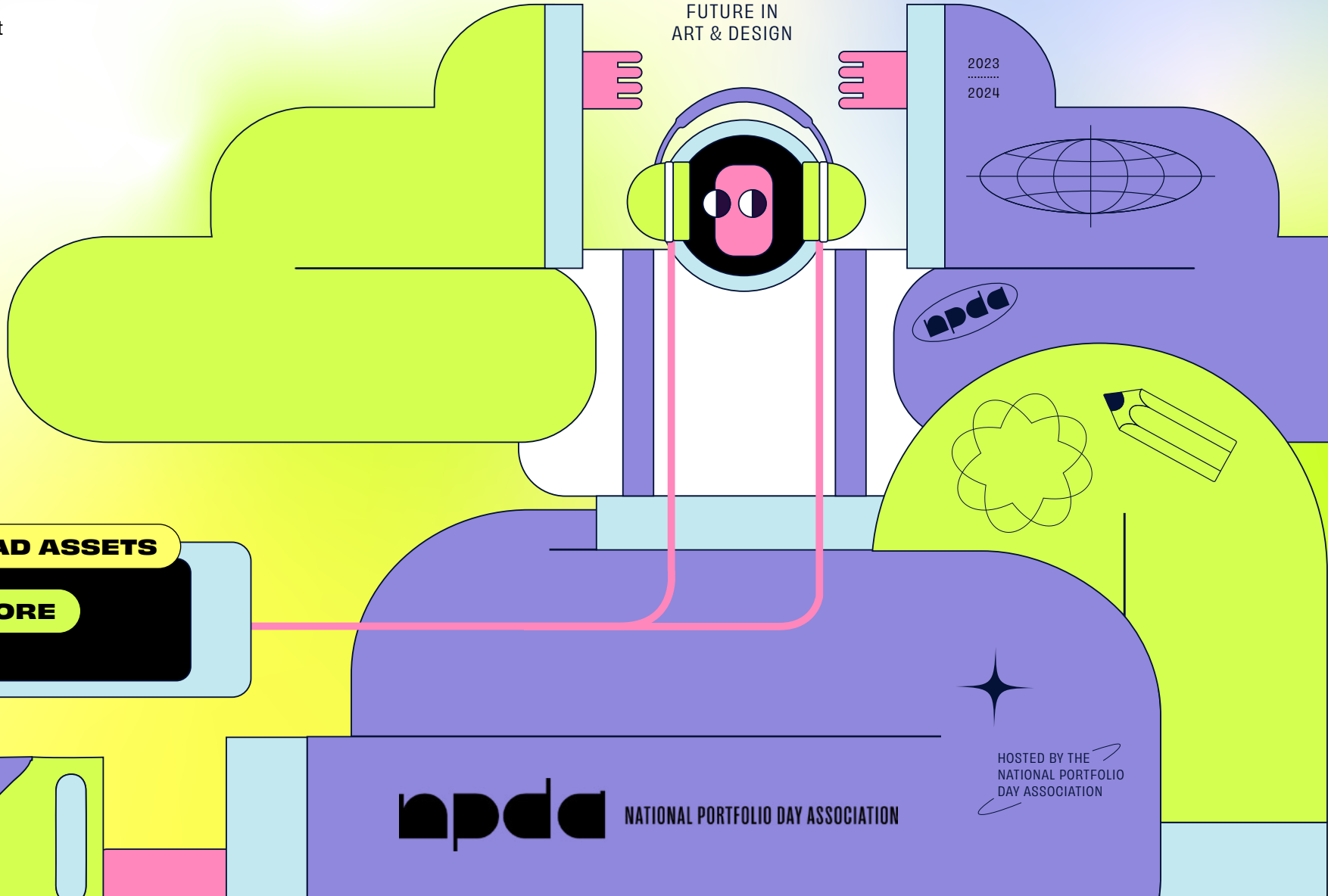
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npda



npda NATIONAL PORTFOLIO DAY ASSOCIATION

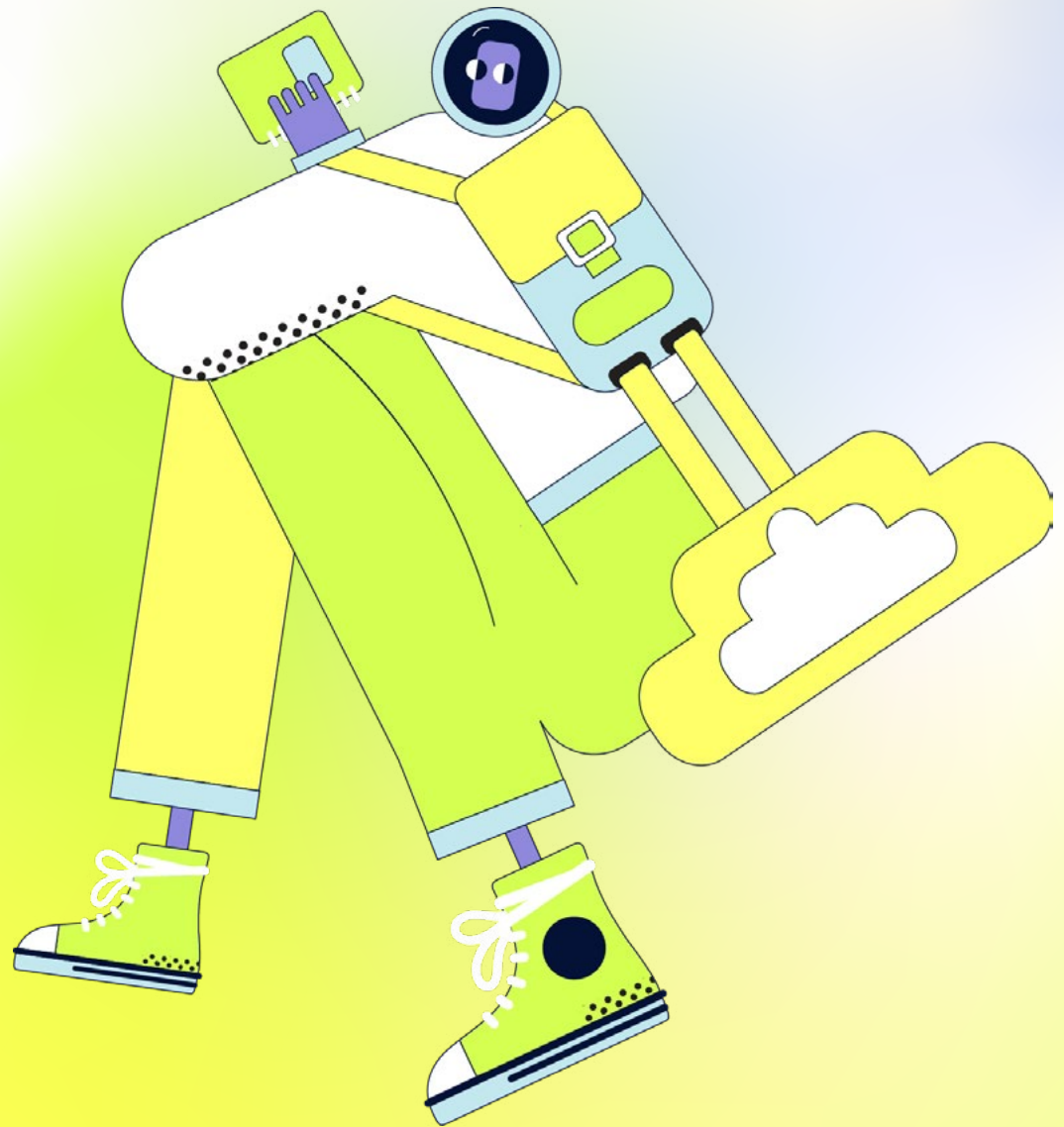
HOSTED BY THE
NATIONAL PORTFOLIO
DAY ASSOCIATION



Dear fellow NPDA members,

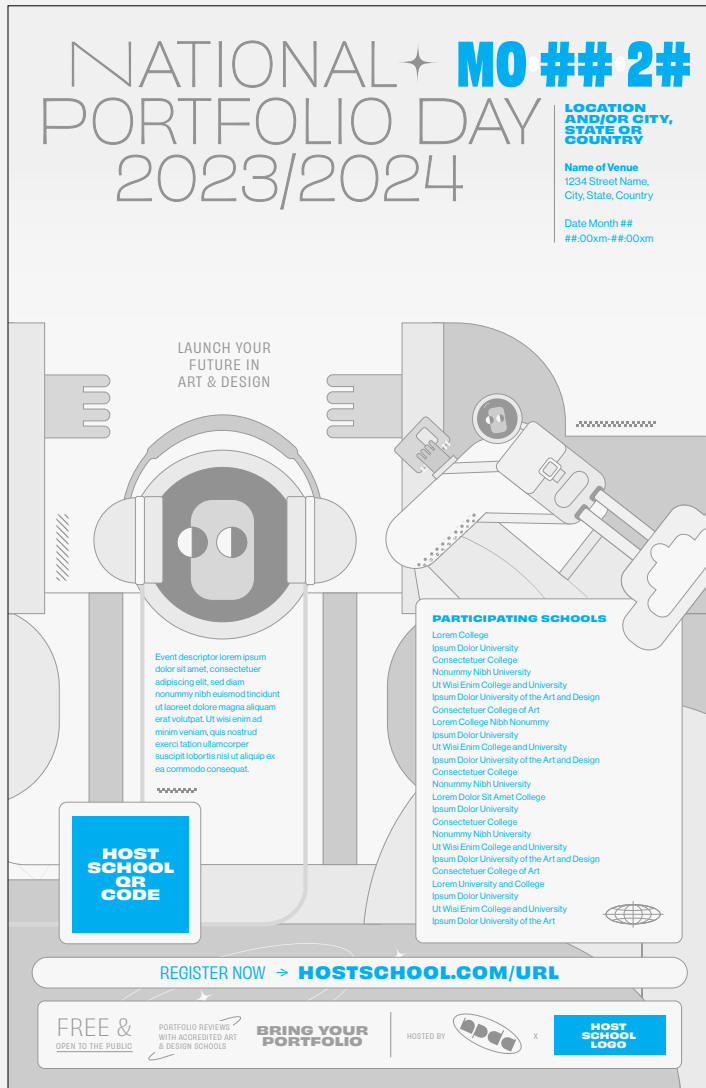
The attached pages will provide you with an overview of the types of promotional content we have made available for you, to share with your communications teams. This year, we have developed a dynamic series of collateral to help promote all the events of the 2023/24 season. We have included suggested 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



HOST SCHOOL EVENT POSTER

11" x 17" Single Page



COPY & PASTE

Include your list of attending schools, host school location, and school logo in the areas marked in blue.

See the sample on the right for what a completed poster design would look like.



EVENT POSTER

8.5" x 11" Single Page



COMMUNICATION RESOURCES

EVENT POSTER

8.5" x 11" Black and White PDF

NATIONAL PORTFOLIO DAY 2023/2024

LAUNCH YOUR FUTURE IN ART & DESIGN

REGISTER NOW

2023
2024

BRING YOUR PORTFOLIO

Meet with counselors, admission team members, and faculty from accredited art and design schools from across the world for free portfolio reviews.

FREE & OPEN TO THE PUBLIC

HOSTED BY THE NATIONAL PORTFOLIO DAY ASSOCIATION

50+ PORTFOLIO EVENTS

NATIONALPORTFOLIODAY.ORG

NATIONAL PORTFOLIO DAY 2023/2024

UG UNDERGRADUATE EVENT for High School and Undergraduate students

G GRADUATE EVENT for Undergraduate and/or Graduate students

INT INTERNATIONAL EVENT for High School, Undergraduate and/or Graduate students

ONLINE EVENT on VisitDays

SEPT 10	Online	VisitDays Virtual Platform	UG
SEPT 16	Baltimore, MD	Maryland Institute College of Art	UG
SEPT 17	Washington, DC	JW Marriott	UG
SEPT 23	Kansas City, MO	Kansas City Art Institute	UG
	Chicago, IL	Northwest School of the Arts	UG
SEPT 24	Atlanta, GA	The Fox Theatre	UG
	St. Louis, MO	Sam Fox School of Design & Visual Arts	UG
SEPT 30	Houston, TX	Norris Centers - Houston	UG
	Indianapolis, IN	HiWentz School of Art	UG
	Online	VisitDays Virtual Platform	UG
OCT 1	Cincinnati, OH	Art Academy of Cincinnati	UG
	Dallas, TX	SMU Meadows School of the Arts, Owens Art Center	UG
OCT 7	New York, NY	Jacobs K. Javits Convention Center	UG
	Denver, CO	Rocky Mountain College of Art and Design	UG
OCT 8	Minneapolis, MN	Minneapolis College of Art and Design	UG
OCT 14	Milwaukee, WI	Milwaukee Institute of Art & Design	UG
	Richmond, VA	Virginia Commonwealth University	UG
OCT 15	New York, NY	Parsons School of Design, The New School	UG
	Chicago, IL	School of the Art Institute of Chicago	UG
OCT 21	Chicago, IL	School of the Art Institute of Chicago	UG
	Mesa, AZ	Mesa Community College	UG
	Columbus, OH	Columbus College of Art and Design	UG
OCT 22	West Michigan, Grand Rapids	Kendall College of Art and Design of Ferris State University	UG
	Albuquerque, NM	Albuquerque Marriott Pyramid North	UG
OCT 27	Online	VisitDays Virtual Platform	UG
OCT 28	Boston, MA	John B. Hynes Veterans Memorial Convention Center	UG
OCT 29	Hartford, CT	Hartford Art School	UG
	Philadelphia, PA	Crystal Tea Room, The Wanamaker Building	UG
	San Francisco, CA	California College of the Arts	UG
NOV 1	Montreal, Canada	TBD	UG
NOV 4	Toronto, Canada	York University School of the Arts, Media, Performance & Design	UG
NOV 5	Seattle, WA	Cornell College of the Arts	UG
NOV 5	Rochester, NY	Rochester Institute of Technology	UG
	Portland, OR	Pacific Northwest College of Art	UG
NOV 11	San Diego, CA	Westin San Diego Bayview	UG
NOV 12	Los Angeles, CA	ArtCenter College of Design	UG
NOV 18	Vancouver, Canada	Vanocor - School of Design + Center	UG
NOV 18	Online	VisitDays Virtual Platform	UG
NOV 18	San Francisco, CA	California College of the Arts	UG
DEC 2	London, England	Central Saint Martins, University of the Arts London	UG
DEC 3	Paris, France	Paris College of Art	UG
	Online	VisitDays Virtual Platform	UG
DEC 4	Miami, FL	Florida International University, Biscayne Bay Campus	UG
DEC 6	Florence, Italy	Palazzo dei Castelloni Via Sant'Antonio	UG
DEC 8	Doha, Qatar	Virginia Commonwealth University, Al Luzat Street	UG
DEC 10	Istanbul, Turkey	Grand Hyatt Istanbul	UG
JAN 7	Online	VisitDays Virtual Platform	UG
JAN 20	Miami, FL	Chapman Conference Center	UG
JAN 21	Sarasota, FL	Ringling College of Art & Design	UG
MAV 4	Online	VisitDays Virtual Platform	UG



ABOUT NATIONAL PORTFOLIO DAY

WHAT IS THE NATIONAL PORTFOLIO DAY ASSOCIATION?

The National Portfolio Day Association (NPDA) was established in 1978 solely for the organization and planning of National Portfolio Day events. Today, the Association continues this work and has broadened its mission to provide support to professionals advising students on portfolio development for college/university admission. Consisting of more than 100 post-secondary institutions that hold regional accreditation and accreditation from the National Association of Schools of Art and Design (NASAD), or its equivalent, NPDA is the only organization of its kind and its membership represents the highest standard of visual arts education available in the world.

WHAT ARE NATIONAL PORTFOLIO DAYS?

National Portfolio Days are free, student-focused 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 individually with professional representatives of accredited colleges and universities and to receive valuable feedback and guidance on their portfolio before it is submitted as part of their graduate applications. Visit nationalportfolioday.org for the list of event dates and participating colleges and universities.

WHY ARE NATIONAL PORTFOLIO DAYS VALUABLE?

National Portfolio Days may be the first time a student experiences an environment where they 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 taste of what it is like to attend a professional art and design program.

For many students, attending a National Portfolio Day will be the first time they are presenting their portfolio, and this can be intimidating. Students should know these events intend to facilitate an exchange of ideas and information, not to be an examination or competition. Ultimately, the representatives want to be a helpful resource by offering advice on portfolio development while learning about the students, their work and creative decision-making.

Please note, no admission decisions or scholarship awards will be offered at National Portfolio Days. Some representatives may accept a portfolio as the visual portion of an application for admission to their college or university. Others have restrictions that prohibit them from making a definitive portfolio decision at the time of the review. All representatives are happy to discuss their specific programs of study and provide answers to questions about the availability of scholarships and financial aid.

CONNECT WITH THE NATIONAL PORTFOLIO DAY ASSOCIATION

Subscribe to our mailing list at nationalportfolioday.org/subscribe to receive valuable information including portfolio day event schedules and tips on portfolio preparation, presentation and program application. (You may unsubscribe any time).

NATIONAL PORTFOLIO DAY ASSOCIATION MEMBERS*

*Membership subject to change. Visit nationalportfolioday.org for the most up-to-date information.

- A**
 - Alberta University of the Arts
 - Arlene University
 - Artcadia University
 - Art Academy of Cincinnati
 - ArtCenter College of Design
- B**
 - Boston University School of Visual Arts
 - Boiling Green State University
 - Bradley University
- C**
 - California College of the Arts
 - California Institute of the Arts
 - Cleveland Institute of Art
 - College for Creative Studies
 - Columbus College of Art and Design
 - Concordia University
 - Concorde School of the Arts & Design at GW
 - Cornish College of the Arts
 - Cranbrook Academy of Art
- D-I**
 - Delaware College of Art and Design
 - Drexel University - Westphal College of Media Arts & Design
 - Emily Carr University of Art + Design
 - Fashion Institute of Technology
 - Fashion Institute of Design & Merchandising
 - Florida International University
 - Hartford Art School University of Hartford
 - Heron School of Art and Design - IUPUI
- H-K**
 - Hicks State University Womack Kim School of Art
 - Iowa State University College of Design
 - James Madison University
 - Kansas City Art Institute
 - Kean University
 - Kendall College of Art and Design
 - Kutztown University
 - Kwantlen Polytechnic University - Entertainment Arts
- L-M**
 - Laguna College of Art and Design
 - Lasley University Undergraduate Admissions
 - Maine College of Art & Design
 - Massachusetts College of Art and Design
 - Miami University
 - MICA (Maryland Institute College of Art)
 - Milwaukee Institute of Art and Design
 - Minneapolis College of Art and Design
 - Montreal College of Art
 - Moore College of Art and Design
- N-O**
 - New World School of the Arts
 - New York Academy of Art
 - New York School of Interior Design
 - New Jersey Institute of Technology
 - Northern Illinois University - School of Art & Design
 - Northwest University of the Arts
 - NSCAD University
 - OCAD University
 - Otis College of Art and Design
- P**
 - Pacific Northwest College of Art
 - Paris College of Art
 - Parsons School of Design/Parsons Paris at The New School
 - Perseus Academy of the Fine Arts
 - Pennsylvania College of Art & Design
 - Praet Institute
 - Pratt/MPP College of Art and Design
- R**
 - Rebelle Island School of Design
 - Ringling College of Art & Design
 - Rochester Institute of Technology
 - Rocky Mountain College of Art + Design (RMCAAD)
 - Rowan University
 - Rutgers University - Mason Gross School of the Arts
- S**
 - Sage Regina University
 - School of the Art Institute of Chicago
 - School of the Museum of Fine Arts at Tufts University
 - School of Visual Arts
 - Shenkar College
 - SMU Meadows School of the Arts
 - St. John's University
 - Subtil University
 - SUNY Purchase College School of Art + Design
 - Syracuse University College of Visual and Performing Arts
- T**
 - The Cooper Union
 - The Glasgow School of Art
 - The University of British Columbia
 - The University of Kansas
 - Tyler School of Art and Architecture
- U**
 - University of Arizona School of Art
 - University of Connecticut
 - Department of Art & Art History
 - University of Illinois, School of Art & Design
 - University of Massachusetts Dartmouth CVPFA
 - University of Massachusetts Lowell
 - University of Michigan Stamps School of Art & Design
 - University of New Haven
 - The University of South Dakota
 - The University of the Arts
 - Wormont College of Fine Arts
 - University of the Arts London
- V-Z**
 - Vincennes University
 - VCLA Arts
 - Washington University in St. Louis
 - West Chester University
 - Western Michigan University
 - West Virginia University
 - Wilson School of Design at KPU
 - York University



NATIONALPORTFOLIODAY.ORG

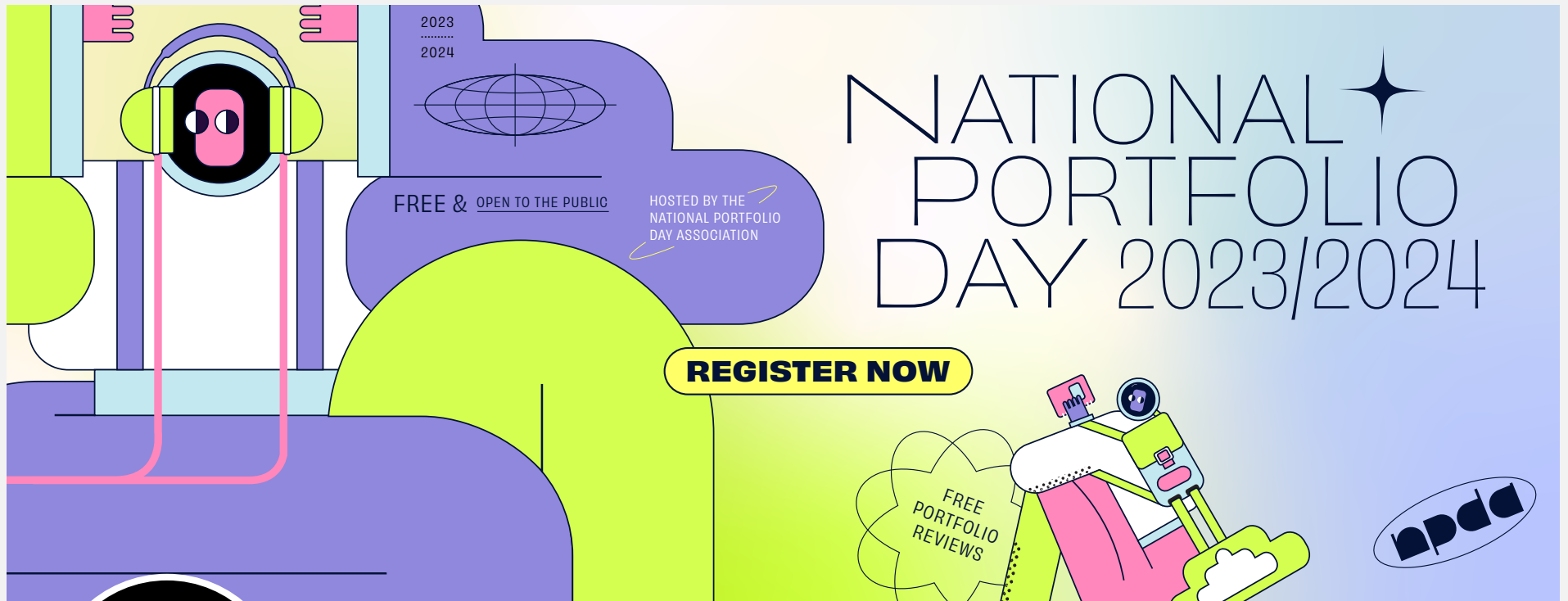
NATIONAL PORTFOLIO DAY 2023/2024

NATIONALPORTFOLIODAY.ORG

NATIONAL PORTFOLIO DAY 2023/2024

FACEBOOK

Page Banner



National Portfolio Day

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TWITTER

Page Banner

The image shows a Twitter profile page for the National Portfolio Day Association. The profile picture is a black circle with the white lowercase letters 'npda'. The banner is a vibrant, colorful illustration with a green and purple background. It features a stylized character with a pink face and large eyes, wearing headphones. Text on the banner includes '2023', '2024', 'FREE & OPEN TO THE PUBLIC', 'HOSTED BY THE NATIONAL PORTFOLIO DAY ASSOCIATION', 'NATIONAL PORTFOLIO DAY 2023/2024', and a yellow button that says 'REGISTER NOW'. There are also smaller icons and text like 'FREE PORTFOLIO REVIEWS' and 'npda' in a speech bubble. The profile name is 'National Portfolio Day Assoc.' with the handle '@NtlPortfolioDay'. The bio states: 'Since 1978, the National Portfolio Day Association was created for organizing and planning National Portfolio Days to support excellence in Visual Arts Ed.' The website link is 'nationalportfolioday.org' and it was joined in August 2016. It has 1,083 following and 2,578 followers.

 **National Portfolio Day Assoc.**
1,297 Tweets



National Portfolio Day Assoc.
@NtlPortfolioDay

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

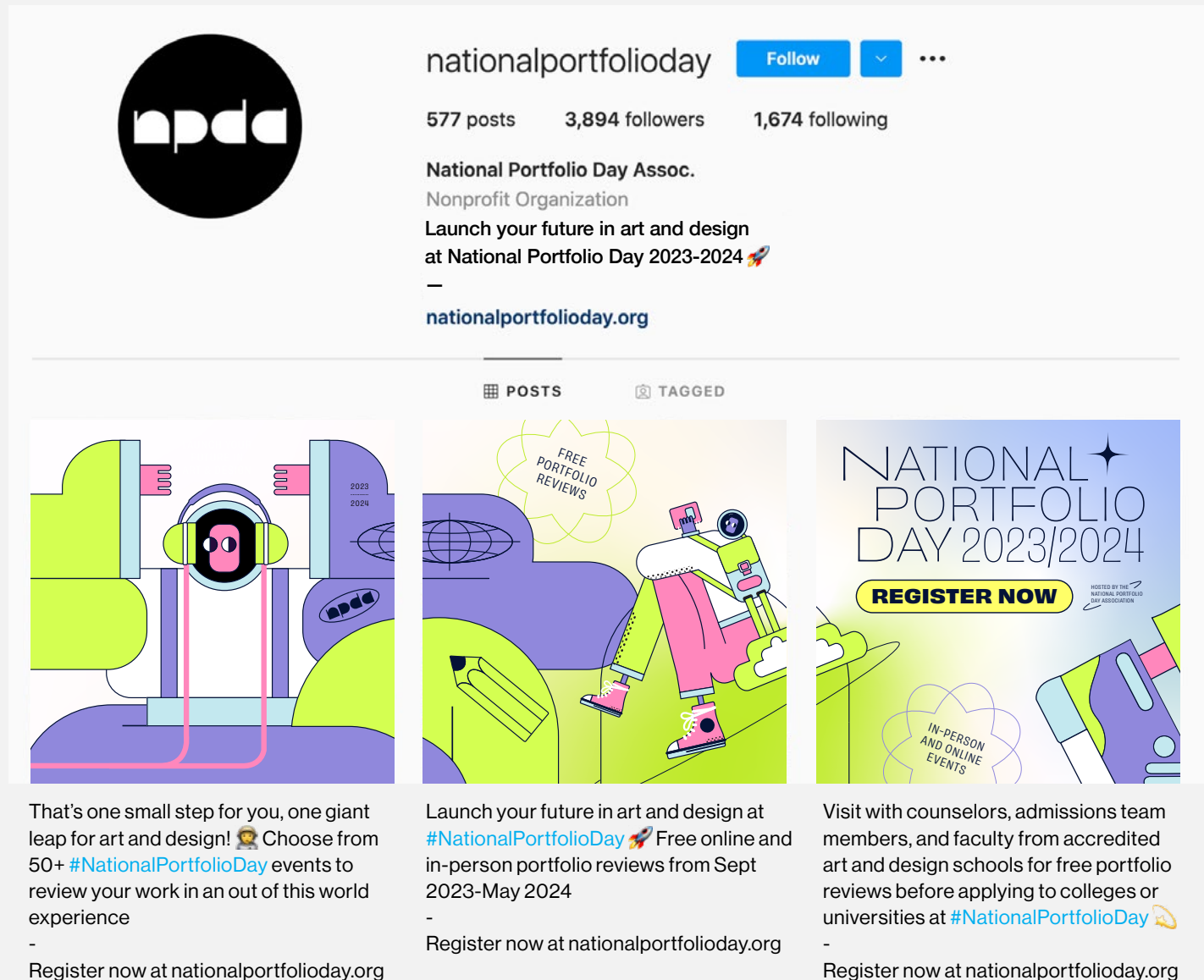
nationalportfolioday.org  Joined August 2016

1,083 Following 2,578 Followers

Follow

INSTAGRAM

Announcement Posts



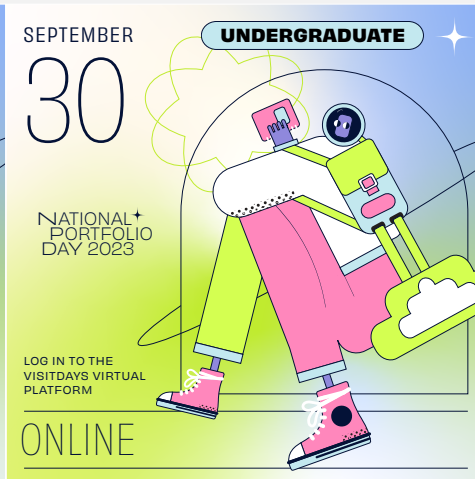
The screenshot shows the Instagram profile for nationalportfolioday. The profile picture is a black circle with the lowercase letters 'npda' in white. The bio includes the text 'National Portfolio Day Assoc. Nonprofit Organization' and 'Launch your future in art and design at National Portfolio Day 2023-2024' with a rocket emoji. The website 'nationalportfolioday.org' is listed below. The post grid shows three posts:

- Post 1:** A colorful illustration of a person in a futuristic, pink and purple space suit standing in a futuristic environment. The text reads: 'That's one small step for you, one giant leap for art and design! 🚀 Choose from 50+ #NationalPortfolioDay events to review your work in an out of this world experience - Register now at nationalportfolioday.org'.
- Post 2:** A colorful illustration of a person in a pink and purple space suit holding a tablet, with a speech bubble that says 'FREE PORTFOLIO REVIEWS'. The text reads: 'Launch your future in art and design at #NationalPortfolioDay 🚀 Free online and in-person portfolio reviews from Sept 2023-May 2024 - Register now at nationalportfolioday.org'.
- Post 3:** A colorful illustration of a person in a pink and purple space suit holding a tablet, with a speech bubble that says 'IN-PERSON AND ONLINE EVENTS'. The text reads: 'Visit with counselors, admissions team members, and faculty from accredited art and design schools for free portfolio reviews before applying to colleges or universities at #NationalPortfolioDay 🚀 - Register now at nationalportfolioday.org'.

SOCIAL MEDIA RESOURCES

INSTAGRAM

Undergraduate Individual Event Posts



UNDERGRADUATE EVENTS (GENERAL)

Undergraduate [#NationalPortfolioDay](#) Events start on Sept 10 🚀 Register now for free online and in-person portfolio reviews at nationalportfolioday.org

INDIVIDUAL EVENT (ONLINE)

Virtual [#NationalPortfolioDay](#) is on Month ##. Sign up for free portfolio reviews to launch your future in art and design 🎨

- Register now at nationalportfolioday.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 launch your future in art and design 🚀

- Register now at nationalportfolioday.org

- Month # City, State
#:00am-#:00pm
at Event Location

SAMPLE INDIVIDUAL EVENT (IN-PERSON)

Cincinnati, OH [#NationalPortfolioDay](#) is on Oct 1. Sign up for free portfolio reviews to launch your future in art and design 🚀

- Register now at nationalportfolioday.org

- Oct 1 Cincinnati, OH
12:00pm-4:00pm EDT
at the Art Academy of Cincinnati
[@artacademyofcincinnati](#)

SOCIAL MEDIA RESOURCES

INSTAGRAM

Graduate Individual Event Posts



GRADUATE EVENTS (GENERAL)

Graduate [#NationalPortfolioDay](#) Events start on Sept 30 🇺🇸 Register now for free online and in-person portfolio reviews at nationalportfolioday.org

INDIVIDUAL EVENT (IN-PERSON)

City, State Graduate [#NationalPortfolioDay](#) is on Month ##. Sign up for free portfolio reviews to launch your future in art and design mastery 🚀

- Register now at nationalportfolioday.org

- Month # City, State
11:00am-3:00pm PST
at Event Location

SAMPLE INDIVIDUAL EVENT (IN-PERSON)

Chicago, IL Graduate [#NationalPortfolioDay](#) is on Oct 21. Sign up for free portfolio reviews to launch your future in art and design mastery 🚀

- Register now at nationalportfolioday.org

- Oct 21 Chicago, IL
10:00am-2:00pm CDT
at the School of the Art Institute of Chicago
[@saicpics](https://twitter.com/saicpics)

INDIVIDUAL EVENT (ONLINE)

Virtual Graduate [#NationalPortfolioDay](#) is on Month ##. Sign up for free portfolio reviews to launch your future in art and design 🍷

- Register now at nationalportfolioday.org

- Month # VisitDays Platform
1:00pm-5:00pm EDT
at Event Location

SOCIAL MEDIA RESOURCES

INSTAGRAM

International Individual Event Posts



INTERNATIONAL EVENTS (GENERAL)

International [#NationalPortfolioDay](#) Events start December 2 🌍 Register now for free online and in-person portfolio reviews at nationalportfolioday.org

INDIVIDUAL EVENT (IN-PERSON)

City, Country International [#NationalPortfolioDay](#) is on Month ##. Sign up for free portfolio reviews to launch your future in art and design 🚀

- Register now at nationalportfolioday.org

- Month # City, Country
11:00am-3:00pm PST
at Event Location

SAMPLE INDIVIDUAL EVENT (IN-PERSON)

Doha, Qatar International [#NationalPortfolioDay](#) is on Dec 8. Sign up for free portfolio reviews to launch your future in art and design 🚀

- Register now at nationalportfolioday.org

- Dec 8 Doha, Qatar
4:00-8:00pm AST
at Virginia Commonwealth University,
Al Luqta Street [@vcuglobal](#) [@vcu](#)

SAMPLE INDIVIDUAL EVENT (IN-PERSON)

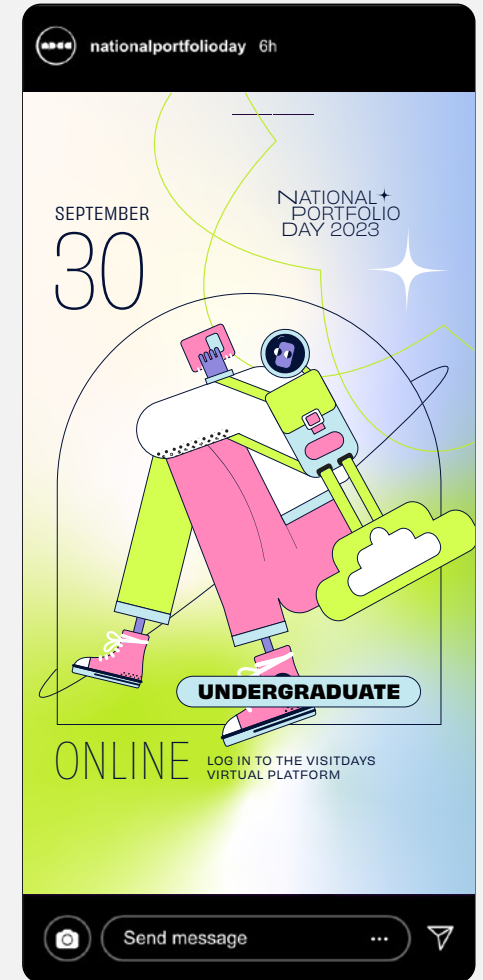
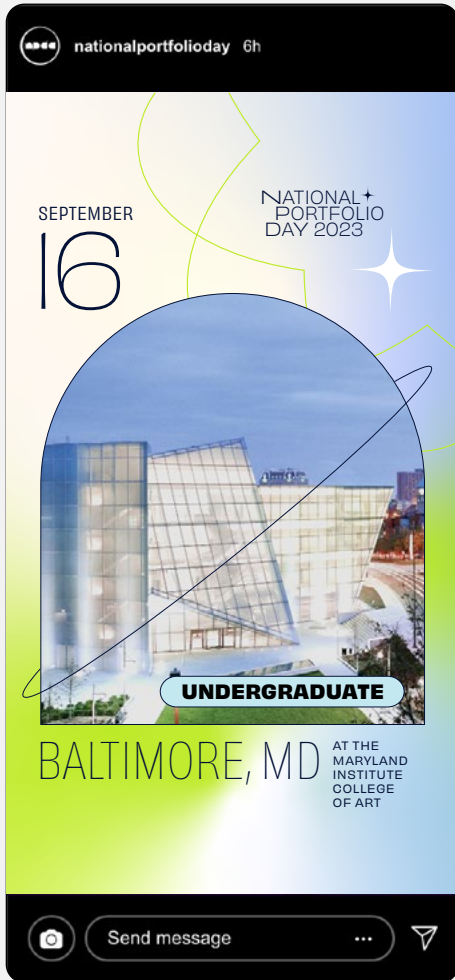
Istanbul, Turkey International [#NationalPortfolioDay](#) is on Dec 10. Sign up for free portfolio reviews to launch your future in art and design 🚀

- Register now at nationalportfolioday.org

- Dec 10 Istanbul, Turkey
12:00-4:00pm TRT
at the Grand Hyatt Istanbul
[@svanyco](#)

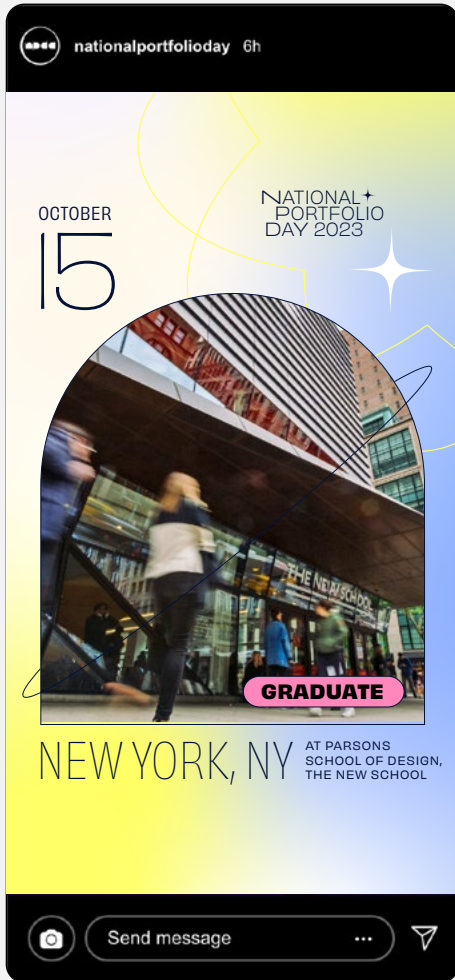
INSTAGRAM

Undergraduate Individual Event Stories



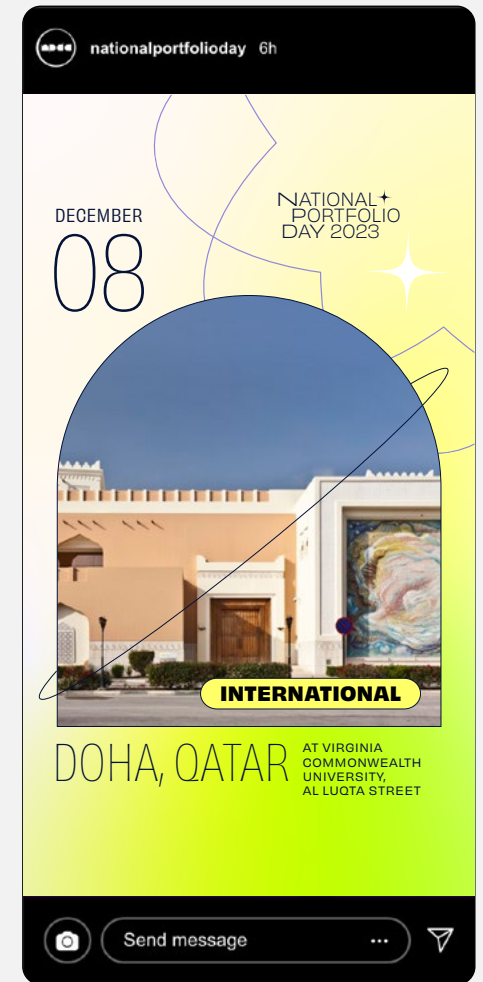
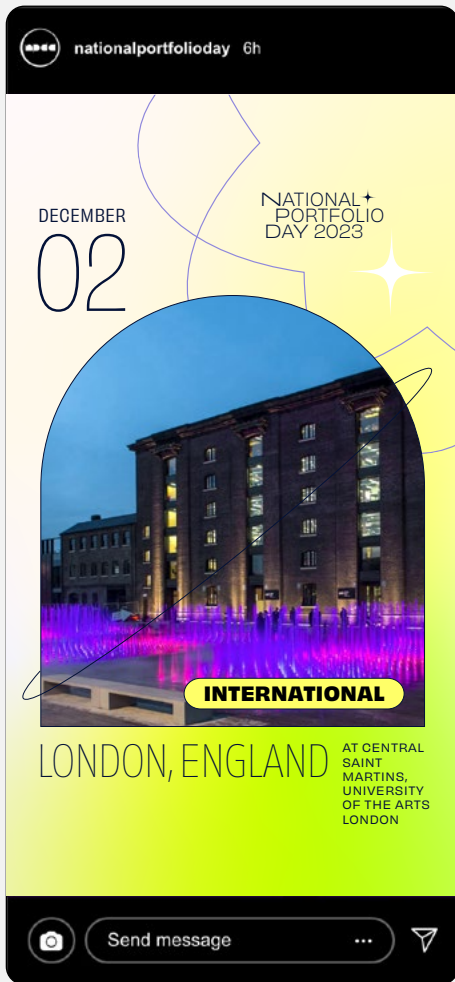
INSTAGRAM

Graduate Individual Event Stories



INSTAGRAM

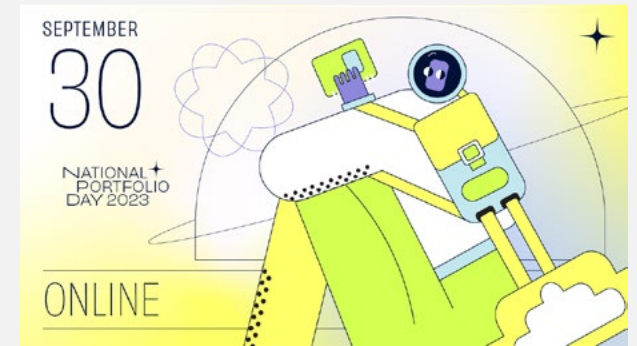
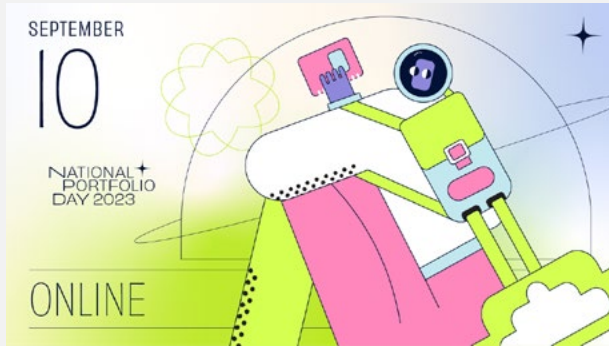
International Individual Event Stories



SOCIAL MEDIA RESOURCES

TWITTER

Individual Event Posts



CHARACTER COUNT

When posting on Twitter, keep the copy brief and concise! Twitter posts have a maximum of 280 characters.

INDIVIDUAL EVENT ANNOUNCEMENT

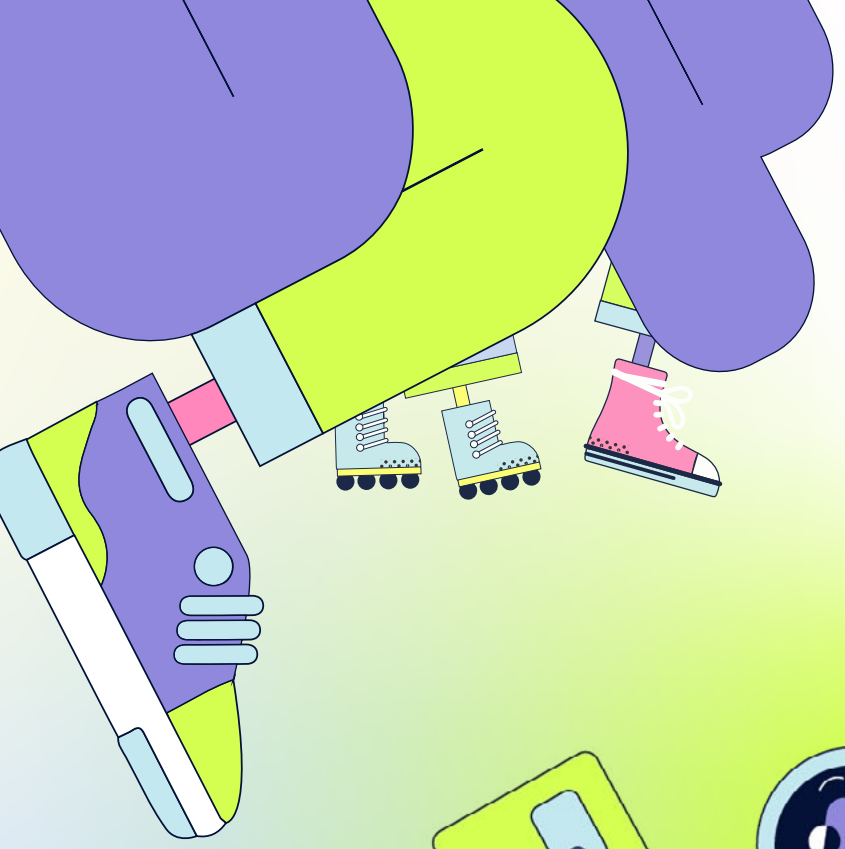
[#NationalPortfolioDay](#) will be in Atlanta, Georgia on Sept 18 from 12pm-4pm EDT! Register now at nationalportfolioday.org 🚀

INDIVIDUAL EVENT REMINDER

One week left before Month # [#NationalPortfolioDay](#) in City, State from 12pm-4pm EDT! 📅 Sign up for free portfolio reviews to launch your future in art and design at nationalportfolioday.org

INDIVIDUAL EVENT (GRADUATE)

City, State Graduate [#NationalPortfolioDay](#) is on Month # from #pm-#pm EDT. Sign up for free portfolio reviews to launch your future in art and design mastery 🚀 nationalportfolioday.org



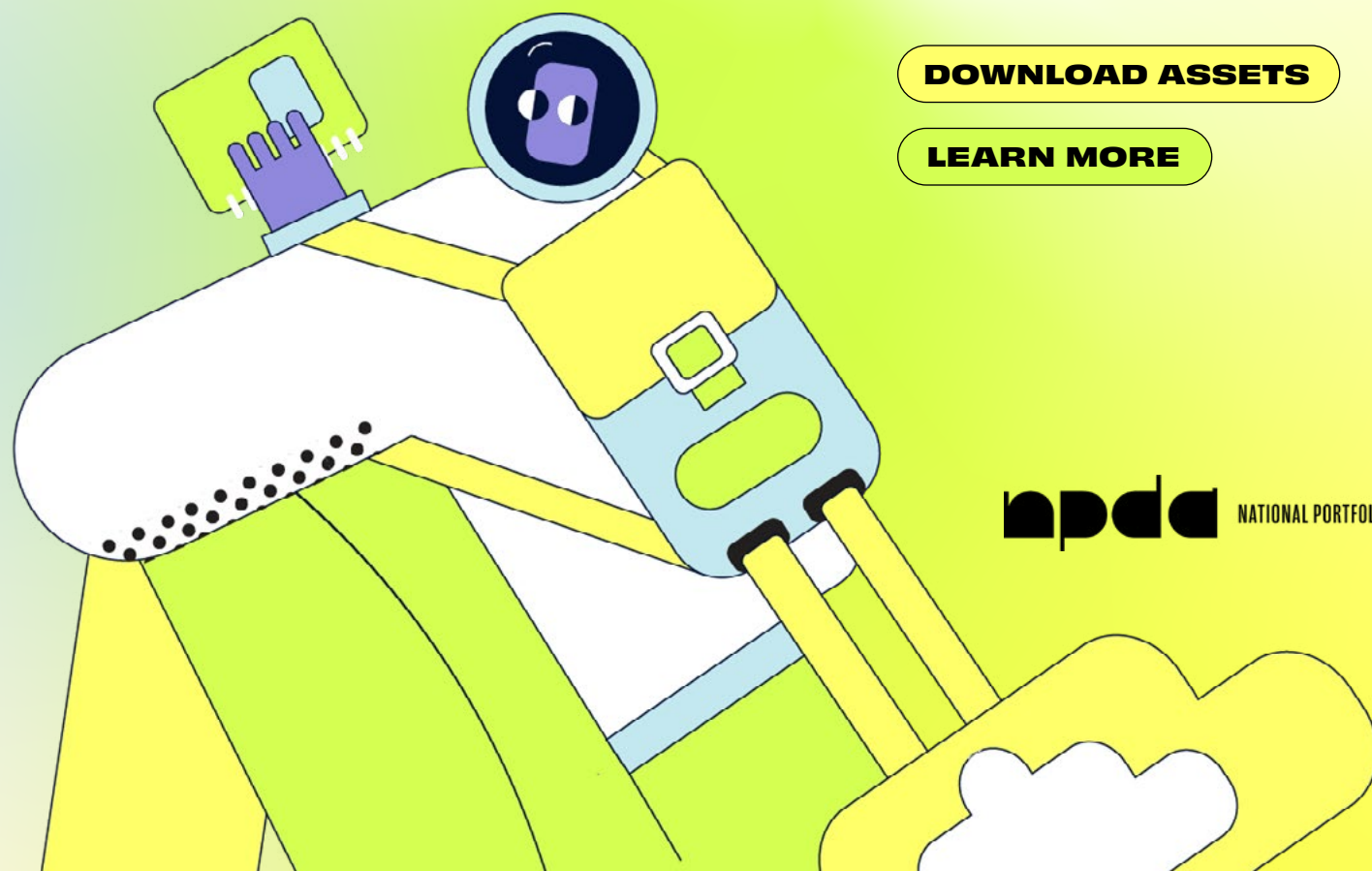
2023-2024 NATIONAL PORTFOLIO DAY SEASON

SPREAD THE WORD ABOUT NATIONAL PORTFOLIO DAYS

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.

[DOWNLOAD ASSETS](#)

[LEARN MORE](#)



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