

## Candidacy Portfolio Review

Appalachian State University Department of Art / BFA Graphic Design Program

### Overview

All graphic design majors must submit portfolios for review to be formally admitted into the BFA Graphic Design program, and before taking Typography 2 (ART 3102) and Idea Lab (ART 3302).

Portfolio review happens twice a year, immediately following the end of classes in the fall and spring semesters. Graphic design faculty will meet with interested students during group advising meetings each semester to announce the date of the review, explain the review process, and answer any questions.

You must complete or have in progress the prerequisite courses listed below to qualify for the review. A C grade or higher in each course is required for admission to the program.

### Prerequisite courses

There are six:

- 1 Foundations 1 (ART 1001)
- 2 Foundations 2 (ART 1002)
- 3 Foundations Drawing (ART 1003)
- 4 Either Art from Prehistory to 1400 (ART 2030) or Art from 1400 to the Present (ART 2130)
- 5 Introduction to Graphic Design (ART 1102)
- 6 Typography 1 (ART 2102)

### The portfolio

Your portfolio must contain:

- 1 From Introduction to Graphic Design: all projects and process work
- 2 From Typography 1: all projects and process work  
Organize and present your materials for 1 and 2 in a binder.
- 3 Three drawings
- 4 Two pieces of work from non-graphic design studio courses (one must be 3d)
- 5 Application essay (see prompts below)

### Guidelines and tips

Use the tables and walls (where needed) in 212 Wey to present your work. Cooperate with other applicants and take no more room than you need.

Present your graphic design and typography work as it was presented in class. Label clearly each work or series of work with the name of the project. Include a brief description of the assignment or problem to solve, where appropriate.

Leave a clear note with your materials if you have work in another part of Wey Hall that you cannot bring to 212 that you would like the committee to include in your review.

Presentation matters: make sure your work is neat and ordered, with no frayed or ragged edges, creases, and so on. Present only finished work.

Stack your 2d work neatly next to your 3d work; hang work on the walls only if it requires it.

Print the form on the second page of this handout, complete the items at the top, and include it as the first page in your portfolio binder. The application essay should be the second item.

### Application essay

Write an essay of no more than 500 words in response to one of the following prompts:

- 1 What project in Introduction to Graphic Design or Typography 1 challenged you the most, and why? Describe your creative process. What did you learn from the experience?
- 2 Tell us about a book you have read, or another course you have taken—both from outside of art and design—and specifically how it has influenced your creative thinking.
- 3 Tell us about a collaborative art or design project you worked on, successful or not. How did the experience influence your creative thinking? How would you ensure the success of future group projects?

### The review

There will be a sign-up list posted to the door of the review room, 212 Wey, about two weeks before the date of the review. Add your name to this list if you intend to submit a portfolio for review.

Have your portfolio in the review room ready for presentation by no later than 8.30am the morning of the review. (The room is normally open to students beginning around 6.00pm the previous evening.) At that time, the review committee will ask students to clear the room. Review starts promptly at 9.00am. The committee will leave a notice on the door of the review room when it has finished.

Plan to remove your portfolio materials from the room by 4.30pm on the day of the review.

### Conditions

The review committee includes all members of the graphic design faculty; its decisions are final and may not be appealed. The graphic design area coordinator will email you the results of your review and a copy of your evaluation after finals week.

The review is competitive; the committee will assess not just your achievements but your potential for growth and mastery as a designer. Strong grades in your prerequisite courses do not guarantee a successful review.

If you pass review, take Typography 2 and Idea Lab in the following term; these are the prerequisites for Typography 3 and Interaction Design 1.

If you fail review, you may resubmit your portfolio for one further review only. Before resubmitting, consult with graphic design faculty for advice and feedback on revising your portfolio. Consider taking additional studio art or art history courses that fulfill graphic design degree requirements. Remember also that Introduction to Graphic Design and Typography 1 can count as studio art electives.

Submitting your portfolio for review signifies that you have read, understood, and will observe the conditions of the review as described in this handout. Please direct any questions about the review to Mark Nystrom (nystromml@appstate.edu), the Graphic Design Area Coordinator.

## Candidacy Portfolio Review Application & Evaluation

Appalachian State University Department of Art / BFA Graphic Design Program

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Name

Banner ID

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email address

Term/year applying

Have you applied for admission to the graphic design program before?  yes  no

### Review results

#### Portfolio

- 4/excellent
- 3/good
- 2/acceptable
- 1/marginal
- 0/poor

The applicant is

- Accepted**
- Not accepted**

Dimension	Ideal characteristics	Score	Comments
<b>Application of design principles and elements</b>	Work shows skilled use of a visual design vocabulary including an eye for composition and layout. Application of formal principles (scale, balance, weight, texture, direction, etc.) is appropriate and highly creative. Form/counterform relationships are highly active. Work shows a clear understanding of color relationships.	<input type="text"/>	
<b>Aesthetics</b>	Work generates an appropriate and memorable aesthetic response. Type choices and combinations show a high typographic sensitivity.	<input type="text"/>	
<b>Systems</b>	Work shows an advanced understanding of typographic systems (hierarchy/structure/grid). Projects in a series use a common visual language.	<input type="text"/>	
<b>Craft</b>	Work is produced with a high level of polish demonstrating excellent hand skills and attention to detail. Work made using a computer shows facility with software.	<input type="text"/>	
<b>Conceptual thinking</b>	Work demonstrates a mastery of the relationship between ideas, their physical representations, and interpretations by viewers. Ideas embodied in the work are innovative and strong.	<input type="text"/>	
<b>Creative research</b>	Documentation shows a robust creative process exploring multiple directions and variations. Work chosen for inclusion in the portfolio has undergone thorough refinement.	<input type="text"/>	
<b>Presentation</b>	Portfolio is organized and presented well.	<input type="text"/>	
<b>Communication</b>	Writing is insightful, articulate, and comprehensive.	<input type="text"/>	

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Signed for the committee

Graphic Design Area Coordinator