Candidacy
Portfolio
Review
Information

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

The portfolio review happens twice a year, immediately following the end of classes in the fall and spring semesters on Reading Day. 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 questions.

To qualify for the review, you must complete or expect to complete in the semester you apply, the prerequisite courses listed here. A grade of C or higher in each course is required for admission to the program. If you pass the review, but do not earn a C or higher in a prerequisite course, you will need to repeat the course before taking Typography II and Idea Lab.

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 can not 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 application form on the second page of this document, 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.

THE REVIEW
Sign up for the review on a list posted to the door of 212 Wey. The list will be posted about two weeks before the review.

Have your portfolio in the review room ready for presentation by no later than 8.30 AM the morning of the review. (The room is normally open to students beginning around 6.00 PM the previous evening.) The review starts promptly at 9.00 AM and students may not be present.

The committee will leave a notice on the door of the review room when it has finished. Plan to remove your portfolio materials by 4:30 PM 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 program coordinator will email you the results of your review and a copy of your evaluation.

The review is selective; 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 II and Idea Lab in the following term; these courses are prerequisites for Typography III and Interaction Design I. You will be required to purchase a laptop computer and subscription to design software.

If you fail the review, you may resubmit your portfolio for one further review only. Before resubmitting, consider consulting 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 I can count as electives in some other degree programs.

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

PREREQUISITE COURSES

- ART 1001 Foundations 1
- ART 1002 Foundations 2
- ART 1003 Foundations Drawing
- Either ART 2030 Art from Prehistory to 1400 or ART 2130 Art from 1400 to the Present
- ART 1102 Introduction to Graphic Design
- ART 2101 Typography I

PORTFOLIO CONTENTS

Your portfolio must contain:

- From Introduction to Graphic Design: all projects and process work
- From Typography I: all projects and process work

Organize and present the above materials in a binder.

- Three drawings
- Two pieces of work from non-graphic design studio courses (one must be 3D)
- Application essay
- Application form

APPLICATION ESSAY

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

Tell us about a book you have read, a course you have taken, an exhibition or performance you have seen, or a lecture you have attended and how this experience has shaped your creative thinking/process.
<table>
<thead>
<tr>
<th>DIMENSION</th>
<th>KEY CHARACTERISTICS</th>
<th>SCORE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Application of Design Principles and Elements</strong></td>
<td>Work shows the 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 highly creative and appropriate. Form/counterform relationships are highly active. Work shows a clear understanding of color relationships.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Aesthetics</strong></td>
<td>Work generates an appropriate and memorable aesthetic response. Type choices and type combinations show a keen sensitivity to typography.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Systems</strong></td>
<td>Work shows an advanced understanding of typographic systems (hierarchy/structure/grid). Projects in a series use a common and related visual language.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Craft</strong></td>
<td>Work is produced with a high level of polish demonstrating excellent hand skills and attention to detail. Work made digitally shows a clear proficiency with software.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Conceptual Thinking</strong></td>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Creative Research</strong></td>
<td>Process documentation shows a robust creative search with the exploration of multiple directions and variations. Work chosen for inclusion in the portfolio has undergone a thorough process of refinement.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Presentation</strong></td>
<td>Portfolio is well organized and presented.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Communication Skills</strong></td>
<td>Written is insightful, articulate and comprehensive.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Each dimension is scored on a scale of 0–4 with 4 being the highest score.

---

Signed for the Graphic Design Faculty / Program Coordinator

The results of the Candidacy Portfolio Review are final and cannot be appealed. Submitting work to this review is an agreement on your part to all conditions listed. The results will be sent to the email address provided. You may submit a portfolio to this review a total of two times only.

---

BFA Graphic Design Program | Department of Art | Appalachian State University