

GRAPHIC DESIGN PROGRAM UNIVERSITY OF THE INCARNATE WORD

BFA PORTFOLIO REVIEW

The aim of the Graphic Design program is to prepare students for a demanding and competitive profession. Dedication to this goal means that the program must be selective in quantity in order to offer the best quality opportunity that we can.

Because the Graphic Design program requires a specific set of skills, all students planning on entering the Graphic Design Program must submit a portfolio for review in order to be admitted.

Portfolios will be reviewed at the end of the Foundations year. Transfer students who wish to start in the program classes must submit a portfolio at the scheduled portfolio review time the SPRING semester before they plan to attend.

Each year, a limited number of students will be admitted to the program level. Only those passing the review will be allowed to register for GDSN courses.

Since the number of applicants will vary each year, passing grades in Foundations year classes will not guarantee admission.

Students who do not pass the portfolio review may resubmit a portfolio the following year. It is strongly recommended that you retake some or all of your GDSN foundations classes to enhance your skills before resubmitting your portfolio.

WHAT GOES INTO YOUR PORTFOLIO:

1. Projects from the following courses:

- GDSN 1301 – Graphic Design Software
- GDSN 1380 – Foundations of Design
- GDSN 1410 – Image Lab
- GDSN 1390 – Typography I

2. A selection of 3-5 pieces from

- ARTS 1301 – Drawing I

3. A current (unofficial) transcript

The primary criteria used in making selections for admission into the graphic design program will be the work presented in the portfolio from GDSN 1301, 1380, 1410 & 1390.

PORTFOLIOS WILL BE EVALUATED ON HOW WELL EACH STUDENT HAS DEMONSTRATED:

Understanding of Design and Aesthetics

- visual organization, composition
- understanding of color, value, and texture
- attention to detail
- understanding of and application of design principles

Visual problem solving

- creativity, imaginative thinking
- range and variety of ideas
- development and improvement of concept

Skills

- craft and hand skills
- drawing, observation
- technical skill with tools, materials
- quality of execution, care for the appropriate presentation of your work
- understanding of software

Work ethic / Participation / Behavior

- consistent performance as reflected in class preparation
- participation and interest in your own work and that of others
- shows respect towards the instructor and their classmates
- ability to stay on task and use class time wisely

PORTFOLIO REVIEW APPLICATION

Name: _____

PIDM: _____

Email: _____

Phone: _____

<input type="checkbox"/> Admitted to the Graphic Design Program	<input type="checkbox"/> Not admitted to the Graphic Design Program.
<input type="checkbox"/> Conditionally admitted to the Graphic Design Program	

Portfolio Evaluation: This evaluation is provided to assist students in understanding their individual strengths and weaknesses. 4 is the highest rating in each category.

Understanding of Design and Aesthetics

visual organization, composition	0	1	2	3	4
understanding of color, value, and texture	0	1	2	3	4
attention to detail	0	1	2	3	4
understanding of and application of design principles	0	1	2	3	4

Visual problem solving

creativity, imaginative thinking	0	1	2	3	4
range and variety of ideas	0	1	2	3	4
development and improvement of concept	0	1	2	3	4

Skills

craft and hand skills	0	1	2	3	4
drawing, observation	0	1	2	3	4
technical skill with tools, materials	0	1	2	3	4
quality of execution, appropriate presentation of your work	0	1	2	3	4
understanding of software	0	1	2	3	4

Work ethic / Participation / Behavior

consistent performance as reflected in class preparation	0	1	2	3	4	n/a
participation and interest in your own work and that of others	0	1	2	3	4	n/a
shows respect towards the instructor and their classmates	0	1	2	3	4	n/a
ability to stay on task and use class time wisely	0	1	2	3	4	n/a

Overall quality of presentation

Overall quality of presentation	0	1	2	3	4
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Critical analysis and research skills

Critical analysis and research skills	0	1	2	3	4	n/a
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** n/a is used in evaluating portfolios submitted from transfer student applicants in which this information is not available*