

2020

GRAPHIC DESIGN PORTFOLIO REVIEW

caad.msstate.edu/s/graphic-design-portfolio-review

updated 17 September 2020

[1/7] OVERVIEW: WHAT IS THE PORTFOLIO REVIEW?

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IMPORTANT DATES

GD Portfolio Review Workshop	05:15–07:15 PM CST Friday, September 18, 2020
GD Portfolio Review Deadline	11:59 PM CST Sunday, October 25, 2020

The schedule is subject to change in the event of extreme/unusual circumstances.

1. WHAT IS THE GRAPHIC DESIGN PORTFOLIO REVIEW?

It is a closed door evaluation of your artwork after completion of the following classes in the Department of Art BFA Program (or their transferred equivalent): *Design I & II*, *Drawing I & II*, *3D Design* and *Intro to Computing Art*. (Students who are currently enrolled in *3D Design* and/or *Intro to Computing Art* are eligible to apply.)

Passing the GD Portfolio Review is a requirement to enter the graphic design concentration.

2. WHAT IS THE PURPOSE OF THE GRAPHIC DESIGN PORTFOLIO REVIEW?

Enrollment demand for the Graphic Design program is very high and resources/classroom spaces are limited. Only the top students will be selected for entry into the graphic design concentration.

3. HOW WILL I APPLY?

Students will submit applications via Submittable.

Students are **required** to attend the GD Portfolio Review Workshop. During this workshop, Graphic Design faculty will discuss the review process/requirements in detail and answer student questions.

The Fall 2020 workshop will be hosted virtually via Webex from 05:15–07:15 PM CST on Friday, September 18, 2020.

4. WHO IS ALLOWED TO PARTICIPATE IN THE REVIEW?

Any Art major of Sophomore or higher standing intending to enroll in the graphic design concentration.

Students must have completed (a) at least 18 hrs of art studio classes and (b) the following courses: *Design I & II*, *Drawing I & II*, *3D Design*, and *Intro to Computing Art*. NOTE: Students who are currently enrolled in *3D Design* and/or *Intro to Computing Art* are eligible to apply.

Any transfer students participating in the review must meet these same requirements.

5. HOW SHOULD TRANSFER STUDENTS PREPARE FOR THE REVIEW?

Transfer students who meet the requirements listed above may participate in the GD Portfolio Review.

Transfer students who received credit for Art Foundations courses taken at another institution are strongly advised to present their portfolio to their Art Advisor for his/her/hir opinion and advice. **The advisor may recommend that the student repeat coursework.**

NOTE ABOUT TRANSFERRED CLASSES/CREDITS:

With the exception of *Intro to Computing Art* and *3D Design*, most of the Foundations courses required for the GD Review — i.e., *Drawing I & II*, *Design I & II* — may be automatically transferred from a Mississippi community or senior college if a grade of C or better was earned. These courses (as well as *Painting I & Art History I & II*) are part of an articulation agreement between the schools.

However, even though the credits for these courses may transfer, a student wishing to go through the GD Portfolio Review is strongly advised to present his/her/hir portfolio to their Art Advisor for their opinion as to whether the student is prepared for the review.

6. HOW WILL THE PORTFOLIOS BE REVIEWED & EVALUATED?

Portfolios will be reviewed in Submittable by the Graphic Design faculty.

The review is blind — **applications are confidential and anonymous.**

Craft, creativity (problem-solving ability), drawing ability, 2D/3D design ability, composition, color, variety of work, etc. will be evaluated.

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[2/7] OVERVIEW: REQUIRED & OPTIONAL ELEMENTS

7. WHAT'S REQUIRED?

See the list of required and optional elements to the right.

8. ARE STUDENTS ALLOWED TO RE-WORK ASSIGNMENTS FOR THE PORTFOLIO REVIEW?

Yes! But revisions should be based on the original media, content, and intent of the assignment.

9. HOW WILL I PRESENT MY WORK?

The presentation of your work is very important. Most of your portfolio pieces (e.g., drawings, sculptures, paintings, etc.) will need to be scanned or photographed for submission. Digital designs will need to be saved/exported as high quality JPGs.

The process of scanning/photographing art and correctly formatting files will be facilitated in *Intro to Computing Art*. Methods for photographing 3D work will be reviewed in *3D Design*.

See pages 4–5 for more details.

10. WHOM SHOULD I TALK TO IF I HAVE ANY QUESTIONS ABOUT MY PORTFOLIO?

During Art Foundation courses, seek advice from Instructors about your work. Additionally, students are highly encouraged to make an appointment with their Art Advisor and/or other Foundations Art Faculty for portfolio advice. However, **ultimately it is the student's sole responsibility to select the work submitted in the Graphic Design Portfolio Review.**

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*MSU WRITING CENTER

The Writing Center provides free writing assistance to all MSU students.

writingcenter.msstate.edu

I. STATEMENT OF INTENT

In 3 sentences or less, tell us why you want to be in the graphic design program. Your statement should be well-written and sincere.*

II. ACADEMIC RECORD FORM

Download and complete the Academic Record Form for submission. See page 6.

1-9 REQUIRED PORTFOLIO PIECES

Students are required to submit the following 9 works of art from the following Art Foundations classes.

1. DRAWING: black & white	Drawing I
2. DRAWING: color	Drawing II
3. DRAWING: student's choice	Drawing I or II
4. DESIGN: black & white	Design I
5. DESIGN: color	Design II
6. DESIGN: student's choice	Design I or II
7. 3D DESIGN PIECE	3D Design
8. INTRO TO COMP #1	Intro to Computing Art
9. INTRO TO COMP #2	Intro to Computing Art

10-12 OPTIONAL PORTFOLIO PIECES

Students are allowed to submit up to 3 additional works of art created in *any* art studio class (e.g., Photo Survey, Watercolor, etc.).

10. OPTIONAL PIECE #1	any art studio class
11. OPTIONAL PIECE #2	any art studio class
12. OPTIONAL PIECE #3	any art studio class

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[3/7] OVERVIEW: REVIEW RESULTS

11. WHEN WILL I KNOW THE RESULTS OF THE REVIEW?

The review is confidential. The Art Office will contact you via MSU email as soon as the results are available. Please make an appointment with your Art Advisor if you have questions about your results.

12. WHAT STEPS DO I TAKE AFTER “ACCEPTANCE” OR “DENIAL” FROM THE REVIEW?

The review will result in an “acceptance” or “denial” into the Graphic Design program.

IF ACCEPTED

You may begin the graphic design concentration sequence of courses.

Register for *ART 2813 Intermediate Computing Art* in the Spring. This required course is only offered in the Spring and is only open to students who have passed the 2020 GD Portfolio Review.

ART 2813 Intermediate Computing Art is essential in bridging the gap between *Intro to Computing Art* and Graphic Design. It is the pre-requisite for *Graphic Design I* and *Typography I* — the entry-level graphic design core classes that are only offered in the Fall.

Attend the **Graphic Design: New Student Orientation Meeting** in the Spring. Details will be announced early in the Spring semester.

IF DENIED

You may remain in the art program and resubmit a portfolio in the next Graphic Design Portfolio Review offered the following year (next Fall).

Students are encouraged to re-work their portfolio before reapplying.

Any student who is denied entry into Graphic Design may not take graphic design concentration courses until they resubmit a portfolio and gain acceptance into the concentration.

Students are encouraged to explore other concentrations of interest within the Department of Art. Students can contact the Concentration Coordinators for more information. Other concentrations within Art include: *Ceramics, Drawing, Painting, Photography, Printmaking, and Sculpture*.

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GRAPHIC DESIGN PORTFOLIO REVIEW

[4/7] FILE FORMATTING

FORMATTING FOR DIGITAL PRESENTATION

Portfolio pieces must be recorded and formatted for digital presentation and review.

This means most of your portfolio pieces (e.g., drawings, sculptures, etc.) will need to be scanned or photographed at high resolution. Digital designs (e.g., Illustrator and Photoshop files) will need to be saved or exported as high quality JPGs.

The images you submit should be accurate representations of your artwork. They should be crisp (in focus) and high res (not grainy or pixelated). Colors and values should be accurate. See page 5 for basic photo tips.

FILE NAMING

To ensure anonymity, students should name each file like so.

- | | |
|------------------------------|--------------|
| 1. DRAWING: black & white | gd_review_1 |
| 2. DRAWING: color | gd_review_2 |
| 3. DRAWING: student's choice | gd_review_3 |
| 4. DESIGN: black & white | gd_review_4 |
| 5. DESIGN: color | gd_review_5 |
| 6. DESIGN: student's choice | gd_review_6 |
| 7. 3D PIECE | gd_review_7 |
| 8. INTRO TO COMP #1 | gd_review_8 |
| 9. INTRO TO COMP #2 | gd_review_9 |
| 10. OPTIONAL PIECE #1 | gd_review_10 |
| 11. OPTIONAL PIECE #2 | gd_review_11 |
| 12. OPTIONAL PIECE #3 | gd_review_12 |

FILE FORMATTING

All files should be formatted according to the following specs:

resolution	72 ppi
color mode	RGB
size	longest side should measure 1920 pixels*
borders	none**
file format	JPG/JPEG
file naming	gd_review_#[.jpg or .jpeg]

To ensure anonymity, all images — including self portraits — should not contain any personal information (i.e., your name and/or signature).

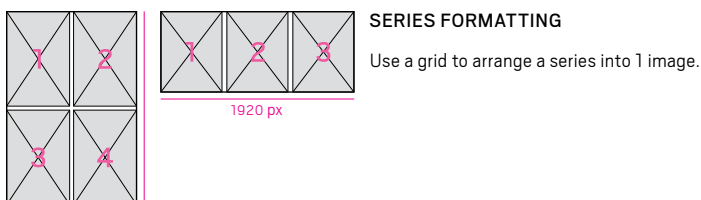
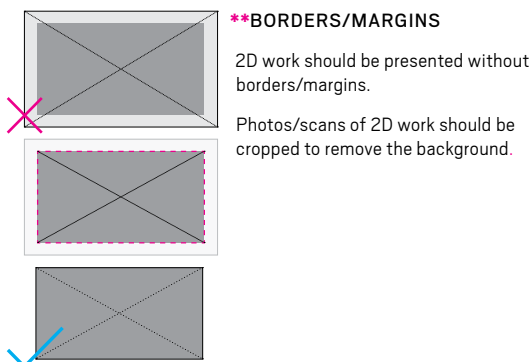
* Regardless of the image's orientation/proportion, the longest side should measure 1920 pixels.

**The portfolio images should not have borders. Images (scans and/or photographs) should be cropped to remove the background.

SERIES FORMATTING

If/when a portfolio project is a series, use a grid to neatly arrange the series into one image with a little bit of white space left between. Save/export the grid according to the specs.

See the simple diagrams to the left for reference.



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[5/7] BASIC PHOTOGRAPHY TIPS

BASIC PHOTOGRAPHY TIPS

When photographing artwork, the lighting should be even and balanced. Do not use a flash. Take care to avoid dark shadows and extreme highlights. A tripod is recommended.

The background should be clean, matte, and neutral.

Use the nicest camera/lens possible and shoot at the highest resolution possible. RAW format is ideal.

1

When photographing artwork, the camera should be **centered** on the object. The object should **fill most of the frame**.

Adjust your zoom/distance from the object to minimize/eliminate lens distortion.

2

The camera/lens should be parallel to the subject. Artwork should not be photographed at an angle. (Angled shots distort the work.)

EDITING TIP

When you bring your photos/scans into Photoshop for editing/cropping, save the files in a **lossless format** (TIF or PSD).

When you're done making edits and adjustments, duplicate the final file to preserve the lossless version. Use the duplicate to convert and save/export the file as a JPG/JPEG. (See page 4 for file formatting specifications.)

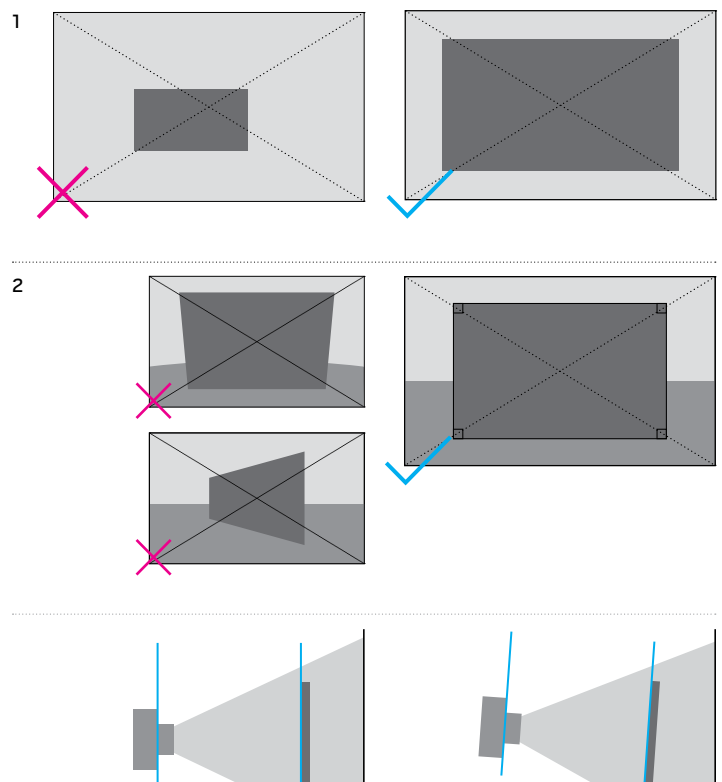
JPG/JPEG is a **lossy format** — it compresses the image in order to reduce the file size for easier uploading/online viewing. Always take care to preserve lossless versions of your work.

RESOURCES

[Universal Art & Technology Lab \(UATLab\)](https://caad.msstate.edu/current-students/art/universal-art-technology-lab) | Stafford Hall
caad.msstate.edu/current-students/art/universal-art-technology-lab

[How to Photograph Your Art](https://youtu.be/Vpj28da03JQ) | Youtube (Highly recommended!)
<https://youtu.be/Vpj28da03JQ>

[Correct Image Distortion](https://helpx.adobe.com/camera-raw/using/correct-lens-distortions-camera-raw.html) | Adobe Article + Video
<https://helpx.adobe.com/camera-raw/using/correct-lens-distortions-camera-raw.html>



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[6/7] ACADEMIC RECORD FORM: ART FOUNDATIONS & ART STUDIOS

Students may complete this form (a) by hand or (b) digitally.

Refer to the example entries set in magenta.

To complete this form **BY HAND**:

1. download and print this PDF
2. fill out the form neatly by hand
3. scan the completed form as a JPG (100–250 ppi)
4. save the file as *gd_record.jpg* for submission

To complete this form **DIGITALLY**:

1. download this PDF
 2. open the file in the latest version of Adobe Acrobat
 3. enter your information into the text fields
 4. save the completed form as *gd_record.jpeg* for submission*
- *In Adobe Acrobat: *File > Save as > Format: JPEG*

ART FOUNDATIONS

GRADE	CLASS	SEMESTER	YEAR	INSTRUCTOR	SCHOOL
A	Design I	Fall	2018	Tim McCourt	Mississippi State University
	Design I				
	Drawing I				
	Design II				
	Drawing II				
	3D Design*				
	Intro to Computing Art*				

*If you are currently enrolled in 3D Design and/or Intro to Computing Art, please input your midterm grade(s).

OTHER ART STUDIO CLASSES

GRADE	CLASS	SEMESTER	YEAR	INSTRUCTOR	SCHOOL
A	Photo Survey	Fall	2019	Dominic Lippillo	Mississippi State University

If you are currently enrolled in any of the courses listed above, please input your midterm grade(s).

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[7/7] SUBMITTABLE: APPLICATION OVERVIEW

SUBMITTABLE: APPLICATION OVERVIEW

Students may begin drafting their application and uploading the required files on **September 18th** and continue to make changes until the deadline — **11:59 PM CST on Sunday, October 25, 2020**.

Applications must be submitted by 11:59 PM CST on Sunday, October 25, 2020. Don't forget to hit *submit* before the deadline!

msuart.submittable.com/submit

*GENERAL INFORMATION

First, you'll be asked to provide general information. Next, you will be asked to complete/upload the following items.

i. STATEMENT OF INTENT

Paste your statement into the supplied text box.

ii. ACADEMIC RECORD FORM

Upload your completed form as a JPG/JPEG.

PORTFOLIO

You will be required to provide a brief **description¹** for each piece.

The files should be named as listed below (gd_review_#.jpg).

You will have the option of uploading 1 **detail image²** (2 files total) for each portfolio piece.

- | | | |
|------------------------------|--------------|-----------------------|
| 1. DRAWING: black & white | gd_review_1 | |
| 2. DRAWING: color | gd_review_2 | |
| 3. DRAWING: student's choice | gd_review_3 | |
| 4. DESIGN: black & white | gd_review_4 | |
| 5. DESIGN: color | gd_review_5 | |
| 6. DESIGN: student's choice | gd_review_6 | |
| 7. 3D PIECE | gd_review_7 | |
| 8. INTRO TO COMP #1 | gd_review_8 | |
| 9. INTRO TO COMP #2 | gd_review_9 | |
| 10. OPTIONAL PIECE #1 | gd_review_10 | optional/not required |
| 11. OPTIONAL PIECE #2 | gd_review_11 | optional/not required |
| 12. OPTIONAL PIECE #3 | gd_review_12 | optional/not required |

FILE FORMATTING

All files should be formatted to the following specifications:

resolution	72 ppi
color mode	RGB
size	longest side should measure 1920 pixels
borders	none (no borders/margins)
file format	JPG/JPEG
file naming	gd_review_#[.jpg or .jpeg]

See page 4 for more details.

1 DESCRIPTIONS

Descriptions should be brief (15 words max) and list the media.

e.g.,
Watercolor — Still Life
Acrylic — Figure-Ground Reversal

2 DETAIL IMAGE(S)

If/when a project would benefit from a detail image, you may upload the detail image as a second file.

Format the file as listed above with the exception of the size. The longest side for detail images should measure **900 pixels**.

Add *_detail* to the file name.

e.g.,
gd_review_#_detail.jpg