

# 2015 GRAPHIC DESIGN ENTRY PORTFOLIO REVIEW

## OVERVIEW



**TO:** Art Majors of Sophomore or higher standing with at least 18 studio hours completed or currently enrolled in *Intro to Computing for Artists and Designers*.

**FROM:** MSU Art Department Faculty

### 1. WHAT IS THE GRAPHIC DESIGN ENTRY 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 1 & 2, Drawing 1 & 2, 3D Design\* and enrollment into Intro to Computing for Artists and Designers.

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

*\*3D Design may be enrolled in concurrently with Intro to Computing for Artists and Designers.*

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

- Enrollment demand for the Graphic Design program is very high, and there are limits in resources and classroom space, only the top students will be selected for entry into the Graphic Design emphasis area.
- To have a formal presentation of your work in an 18"x24" sleeved portfolio book.
- To evaluate your strengths and weaknesses following completion of the foundation program in art.
- To give the faculty an opportunity to evaluate your preparedness for advancement into the Graphic Design emphasis area.

#### Note

*Portfolios will be evaluated by the Department of Art, Graphic Design faculty according to the following criteria: craftsmanship, creativity (problem-solving ability), drawing ability, 2D & 3D design abilities, composition, color ability, variety of work and quality of presentation.*

### 3. WHAT IS REQUIRED IN THE PORTFOLIO BOOK?

- Applications (2 copies: one version with name and full information, and a second anonymous version)\*
- Statement of Intent (2 copies: why Graphic Design?)\*
- Self-Addressed, stamped, #10 business-size envelope
- Table of Contents (List of work)
- Artwork from Foundation classes (Label indicating media and content on the page opposite the project)
- An incomplete/late portfolio will be "denied" in the review; the student will be required to reapply for the Review the next year.

*\*additional copy placed in the portfolio pocket*

### Nine works are required in the portfolio as follows:

#### Three Drawings Required

- One black and white work from Drawing 1
- One color work from Drawing 2
- One student choice from either Drawing 1 or Drawing 2 (Must show an understanding of perspective and composition.)

#### Three Designs Required

- One black and white work from Design 1
- One color work from Design 2
- One student choice from either Design 1 or Design 2 (Must show an understanding of the elements and principles of design.)

#### One 3D Design Required

- (Must show an understanding of: 1- Visual composition and balance and 2- Craftsmanship.)

#### Two Intro to Computing Designs Required

- Any two designs from Intro to Computing that show technical proficiency.

#### Optional Artwork

- Up to three pieces of additional artwork may be submitted from your foundation classes as well as other studio classes. No more than twelve works can be shown in the portfolio book.

The presentation of your work in the portfolio book is very important. As you produce the book, be sure to carefully follow the attached guidelines and diagram concerning typefaces and page layout. There are also specific instructions regarding the documentation and reproduction of the required artwork. See suggestions, application requirements and printing requirement specification sheet.

### 4. HOW WILL I PRODUCE THE PORTFOLIO BOOK & WHAT ARE THE IMPORTANT DATES?

- Students are REQUIRED to attend a VALUABLE Portfolio Workshop early in the fall semester. September 16, 2015 at 6:30pm in Stafford 200.
- The process of producing the portfolio book will be facilitated in the course Intro to Computing.
- Complete, ready-for-review portfolio book due to **Jane Lewis in the Architecture Office in Giles Hall by noon on Tuesday, November 3, 2015.**
- Faculty evaluations on November 5 and 6, 2015.
- An incomplete/late portfolio will be "denied" in the review; the student would be required to reapply for the Review the next year.

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**5. WHAT STEPS DO I TAKE AFTER “ACCEPTANCE” OR “DENIAL” FROM THE REVIEW?** The Review will result in a “accept” or “deny” into the Graphic Design concentration area.

**ACCEPTED:** may begin the Graphic Design concentration sequence of courses.

- Be sure to sign up for Intermediate Computing\* in the spring semester.
- Graphic Design faculty will conduct an **Orientation for Graphic Design Students** at the beginning of the following Spring semester. Newly accepted graphic design students will not actually enter the graphic design program until the following Fall semester.

**DENIED:** may remain in the art program and resubmit a portfolio in the next Review offered the following year

- 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 Graphic Design concentration.
- Students may rework their portfolio and reapply the next year.
- Students are encouraged to explore other concentration areas of interest within the Department of Art by scheduling a meeting with that faculty concentration coordinator. Other areas within Art include: Ceramics, Drawing, Painting, Photography, Printmaking and Sculpture. Call 325-2970 for faculty contact info.

### NOTE

*\*Intermediate Computing is required for students who pass the 2013 Graphic Design Entry Portfolio Review. This course is only offered during the Spring semester and only open to students who have passed the 2013 Review. This class is essential in bridging the gap between Intro to Computing and Graphic Design. The newly accepted GD student is also strongly encouraged to take Graphic Design History during the spring semester.*

### 6. 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 the following courses: Design 1 & 2, Drawing 1 & 2, 3D Design\* and enrollment into Intro to Computing (the required portfolio book will be facilitated by the Foundation course Intro to Computing). Also, any college transfer student participating in the review must meet these same requirements.

*\*Students must have completed Drawing 2 and Design 2 BEFORE they enroll in Intro to Computing. However, it is possible to take 3D Design along with Intro to Computing.*

**7. HOW SHOULD TRANSFER STUDENTS PREPARE FOR THE REVIEW?** Transfer students who have met the course requirements & taken Intro to Computing may apply for the Review.

### NOTE

*Except for the courses Intro to Computing and 3D Design, most of the Foundation courses required before a student goes through the review (Drawing I and II, Design I and 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 and Art History I and II) are part of an articulation agreement between the schools. For courses not automatically transferred, a student may petition the Department of Art to have credits count from other art courses taken elsewhere by presenting work from those courses to the Department of Art Transfer Committee at the beginning of their first semester at MSU. However, even though the credits may transfer, a student wishing to go through the review is strongly advised to present a portfolio of the work done in required courses to their advisor for his/her opinion as to whether the student is prepared for the review. **The advisor may recommend that the student repeat coursework.***

**8. ARE STUDENTS ALLOWED TO RE-WORK ASSIGNMENTS FOR PORTFOLIO REVIEW AFTER THEY HAVE TAKEN A CLASS?** YES. But work should be based on the media, content, and intent of the original work.

### 9. WHEN WILL I KNOW THE RESULTS OF THE REVIEW?

Your review form is confidential. You will be mailed a letter indicating your results as soon as possible after the review (the letter will be sent in the self-addressed, stamped, #10 business-size envelope that you provided). A copy will be placed in your department file until graduation for advisory purposes only. Please make an appointment with your advisor if you have questions about your review results.

### 10. WHOM SHOULD I TALK TO IF I HAVE ANY QUESTIONS ABOUT THE REVIEW?

During Foundation courses seek advice from Instructors about your work. Additionally, it is recommended that students make an appointment with their advisor and/or art faculty for advice concerning portfolio submissions, but ultimately it is the student's sole responsibility to select the work submitted in the Graphic Design Entry Portfolio Review.

# 2015 GRAPHIC DESIGN ENTRY PORTFOLIO REVIEW

# APPLICATION REQUIREMENTS



## APPLICATION REQUIREMENTS

To ensure anonymity, *DO NOT* put your name on any of the portfolio materials *EXCEPT* for the application.

**Must include (in the following order) & each should be labeled clearly.**

1. Two applications (one with name, address, etc.; one anonymous in portfolio pocket)
2. Statement of Intent (one stapled to application, one in portfolio pocket)
3. Self-addressed, stamped, #10 business-size envelope
4. Table of Contents
5. DRAWING: BLACK & WHITE
6. DRAWING: COLOR
7. DRAWING: STUDENT'S CHOICE
8. DESIGN: BLACK & WHITE
9. DESIGN: COLOR
10. DESIGN: STUDENT'S CHOICE
11. 3D PIECE
12. INTRO TO COMPUTING
13. INTRO TO COMPUTING
14. OPTIONAL PIECE #1
15. OPTIONAL PIECE #2
16. OPTIONAL PIECE #3

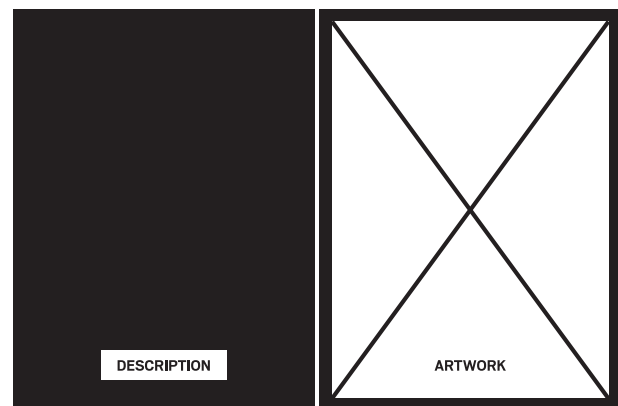
Along with the identification of each project, please provide a short description. To ensure anonymity, *DO NOT* put your name on any of the portfolio materials *EXCEPT* for the application. Please provide a short description (please see diagram). Trim work to fit cleanly. If 2D piece is larger than 18 x 24 inches, the piece must be trimmed to 17 x 23. Smaller pieces should be adhered securely to the portfolio pages.

## FURTHER INFO

Part of your entry requirement is to show your ability to write well and creatively. Think about the following and carefully craft your responses. Use 1" margins and 10pt. body copy.

## STATEMENT OF INTENT

In three sentences or less, please tell us why you want to be in the graphic design program.



# 2015 GRAPHIC DESIGN ENTRY PORTFOLIO REVIEW

# PRINTING REQUIREMENTS



## IT'S IN THE DETAILS

*Typefaces to use in portfolio preparation:*

Futura	Helvetica
Garamond	Univers
Baskerville	Caslon

## PAPER

Epson Matte Heavyweight

<http://www.epson.com>

You may also find this at the Campus Bookmart or Sullivan's Office Supply.

## PRINTS

All prints will be output from Epson Stylus Color 1400 Printers in Stafford 119. This will be strictly enforced to maintain output quality. Print fees will be applied to student's accounts.

## IMAGING

Completely digital works to be output as either CMYK images produced in Photoshop at 300 dpi or as Black and White and/or CMYK vector-based files produced in Illustrator.

Photo-captured images (i.e. Line Drawings, Figure Studies, etc) should be captured at 6.0 Megapixels or higher, color corrected to accurately represent original artwork, balanced, sized, and output as CMYK or Grayscale images from Photoshop. When photographing the work, make sure to fill the entire frame of the camera with the artwork being photographed.

Imaged objects should be printed at the highest printer quality to ensure image integrity. Images must be oriented properly and aligned squarely on printed media. Each printed piece submitted may be no more than 12"x18" in final dimension. This will leave a minimum of 0.5" margin around each page submitted.

## PORTFOLIO/IMAGING SPECIFICS

The portfolio book presentation will be facilitated during the course Intro to Computing for Artists and Designers. Students will learn to accurately document and print their artwork in the process of producing this book. Work will be presented in a 18"x24" sleeved ITOYA portfolio book. These are available from the Chalet in Starkville. There is an emphasis on a strong, consistent presentation.

If work is 3D or over 18"x24" work must be photographed and digitally printed on Epson Heavy Weight Paper. Oversized 2D as well as 3D work must be well documented; each piece will be photographed and digitally printed on 13"x19" Epson Heavy-weight paper using one of the available Department of Art high quality inkjet printers. Keep in mind that if original artwork is not submitted, your work is only as good as the final printed presentation. Color, image and print quality should accurately represent the original artwork.

**Each piece in your portfolio should be neatly identified according to exact specifications.**

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## OVERVIEW

Updated March 31, 2015



### TABLE OF CONTENTS

*Applications, Statement of Intent, Self-Addressed Stamped Envelope*

1. Black and White Value Drawing (Drawing 1)
2. Color Drawing (Drawing 2)
3. Student Choice Drawing (Drawing 1 or 2)
4. Black and White Design (Design 1)
5. Color Design (Design 2)
6. Student Choice Design (Design 1 or 2)
7. 3D Piece (3D Design)
8. Required Intro to Computing (Student Choice)
9. Required Intro to Computing (Student Choice)
10. Optional Piece 1 (for example—a piece from Printmaking)
11. Optional Piece 2 (for example—a piece from Watercolor)
12. Optional Piece 3 (Introduction to Computing)

**1. Black & White Value Drawing  
(Drawing 1)**

*Charcoal*

**2. Color Drawing (Drawing 2)**

*Pastels*

Still life with an emphasis on value

**3. Student Choice Drawing  
(Drawing 2)**

*Colored Pencil*

Still life collage of items that represent me

**4. Black and White Design  
(Design 1)**

*Cut Paper*

Figure Ground Reversal

**5. Color Design (Design 2)**

*Acrylic*

**6. Student Choice Design  
(Design 1)**

*Micron Pen*

Composition with emphasis on line, pattern and texture

**7. 3D Piece (3D Design)**

*Plaster and Pine*

Reductive piece with emphasis on volume

**8. Intro to Computing**

*Illustrator, Digital Print*

Restaurant Logo

**9. Intro to Computing**

*Photoshop*

Digital collage

**10. Optional Piece 1  
(Watercolor)**

*Watercolor painting*

Self-portrait

**11. Optional Piece 2  
(Printmaking)**

*etching*

**12. Optional Piece 3  
(Introduction to Computing)**

*Illustrator, Digital Print*

Recreation of vintage poster

PORTFOLIO #: \_\_\_\_\_

# 2015 GRAPHIC DESIGN ENTRY PORTFOLIO REVIEW

# NAMED APPLICATION



## STUDENT INFO

NAME \_\_\_\_\_

ADVISOR \_\_\_\_\_

MSU ID# \_\_\_\_\_

ADDRESS (STREET) \_\_\_\_\_

PHONE \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

Please indicate your second and third Art concentration choices:

[ ] Check here if this is the student's second time submitting work for the Graphic Design Entry Portfolio Review.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

## FOUNDATION INFO

Grade	Class	Semester	Year	Instructor	School
	Design I				
	Drawing I				
	Design II				
	Drawing II				
	3D Design*				
	Intro To Computing*				
	Optional Classes*				

*\*Please input midterm grades for any of the courses listed above in which the student is currently enrolled.*

Signature / Date \_\_\_\_\_

Thank you for your submission. Applying to the Graphic Design Entry Portfolio Review does not guarantee acceptance into the program. We will review your work and get back to you as soon as possible. The top scoring portfolios may be kept in the Department of Art as examples for one year.

PORTFOLIO #: \_\_\_\_\_

# 2015 GRAPHIC DESIGN ENTRY PORTFOLIO REVIEW

# ANONYMOUS APPLICATION



## DO NOT PUT YOUR NAME ON THIS APPLICATION

[ ] Check here if this is the student's second time submitting work for the Graphic Design Entry Portfolio Review.

Please indicate your second and third Art concentration choices:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

## FOUNDATION INFO

Grade	Class	Semester	Year	Instructor	School
	Design I				
	Drawing I				
	Design II				
	Drawing II				
	3D Design*				
	Intro To Computing*				
	Optional Classes*				

*\*Please input midterm grades for any of the courses listed above in which the student is currently enrolled.*

Thank you for your submission. Applying to the Graphic Design Entry Portfolio Review does not guarantee acceptance into the program. We will review your work and get back to you as soon as possible. The top scoring portfolios may be kept in the Department of Art as examples for one year.