

# FAU BFA IN GRAPHIC DESIGN

## PORTFOLIO REVIEW GUIDELINES

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Portfolio review is required of all students pursuing a BFA in Graphic Design within the Department of Visual Arts & Art History at Florida Atlantic University.

### Requirements

Prior to applying, all graphic design core courses must be completed. You may be enrolled in TDL1 during the semester you submit. *Please consult FAU Advising Department.*

Design (ART1201C),  
Drawing 1 (ART1300C)  
Three-dimensional Design (ART1203C)  
Introduction to Digital Art (ART2600C)  
Visual Design Lab 1 (GRA2190C)  
Typographic Design Lab 1 (GRA2208 or GRA2191C at another institution).

Once core courses are completed and prior to enrolling in upper division courses, students will submit their portfolio for evaluation. The portfolio submissions consists of two parts:

PART A: portfolio of specified class work (10)  
PART B: statement of intent

### Steps

Review the portfolio review guidelines

1. Attend the portfolio workshop held at the beginning of each semester
2. Prepare existing portfolio works for digital submission. Photograph, as needed. (PART A)
3. Write statement of intent (PART B)
4. Submit using Slideroom / \$10 submission fee. Please save confirmation email.

**Review the “Committee Evaluation Form”, located on page 5, which the committee will use to evaluate your work.**

**Upload your portfolio to SlideRoom during the open portfolio submission dates. The dates and deadline will be posted on the department website (<http://www.fau.edu/vaah/>).**

## **PART A: EXISTING PROJECTS**

Include 10 projects from your previous courses. Your works must represent, demonstrate and include the areas of concentration listed below. If your course projects are lost, damaged and/or your work does not fulfill the criteria, then you are encouraged to submit self-study projects.

### **Portfolio Content Requirements**

The minimum number of works /samples required for each area are specified here.

**6** works that best demonstrate:

- 2-dimensional design principles
- color application
- typography
- layout & composition
- creativity

Work should demonstrate an understanding of the elements and principles of design (color, value, shape, line, texture, balance, repetition, contrast, hierarchy, gestalt, etc.). *Work from ART 1201C, GRA2190C and GRA2208*

*Avoid submitting commercially applied projects such as stationery design, brochures, calendars and/or magazine adverts. See past student portfolio examples on the VAAH website.*

**2** works that best demonstrate drawing skills: figurative drawings, gesture studies, sketching as visual thinking, still life, narrative drawings, perspective observations, media explorations.

**2** studio electives/digital art: examples may include: painting, ceramics, 3-D, sculpture, printmaking, photography, and time-based works.

### **Evaluation Criteria**

**DESIGN FUNDAMENTALS:**

an understanding of spatial relationships, including line, color, value, contrast, form, shape, texture, and the principles of Gestalt.

**TYPOGRAPHY:**

understanding the construction of letterforms and type as design (connotative power of letterforms).

**LAYOUT & COMPOSITION:**

demonstration of layout and design composition, hierarchy and the organization of visual design elements.

**COLOR:**

appropriate use of color value and contrast

**CREATIVITY, IMAGERY AND IDEATION:**

ability to create expressive, unique and innovative visual works and the methodology of design applications. Includes conceptual development: the demonstration of originality, selection of imagery and experimental processes.

**DRAWING SKILLS:**

the ability to render from observation and demonstrate composition, sketching as visual thinking, mark-making and rendering techniques.

**CRAFTSMANSHIP:**

knowledge of appropriate skills as related to the area of concentration. The craft of your portfolio is as important as the craft of each project. You are applying to a BFA program that prepares you to be a professional designer. You must show an appropriate level of professionalism in your portfolio.

**Craft Note: Photographing your Work**

Please use proper equipment and environment to document your work. A poorly documented portfolio can significantly impact perception of your work and abilities. FAU facilities and equipment are available in Boca (AH116) or Davie (LA333) for student use. Techs or TAs supervise the room during open hours but will not photograph your work for you. Bring your own SD memory card to save your work. Some flat works may be scanned using a large format scanner, other works may be shot on a copy stand, or with an appropriate backdrop.

Poor photographic quality will result in a lower score. Your work should:

- be in focus
- not be pixelated
- have correct density and contrast
- be white balanced
- be parallel to the lens (not distorted)
- fill the frame/ use a neutral backdrop where proportions do not allow the work to fill the frame
- be well- and evenly-lit

It is recommended that you make a habit of photographing and saving your work from each class as you progress in the program.

**PART B: STATEMENT OF INTENT**

The Statement of Intent (250 words) explains why you want to pursue a BFA in Graphic Design. Describe your specific design interests including historic or contemporary references. Use appropriate design vocabulary. Check for spelling, grammar and word usage. Please consult the FAU Writing Center for assistance if needed.

Cut and paste your final statement into Slideroom.

## **SUBMIT TO SLIDEROOM**

Prepare work to upload. The width and height of your images should not exceed a 1280 pixels dimension at 72ppi—resize your images accordingly. The maximum file size is 5MB. Be mindful of the quality of your photographed work.

VIDEO files should be under 100MB, resolution of 640-480, minimum 12fps and be exported as mp4 files.

Submit your portfolio on SlideRoom.com

- 1 Create a Slideroom account (\$10) at: [vaah.slideroom.com/](http://vaah.slideroom.com/)
- 2 Select the program you are applying for: BFA Graphic Design
- 3 Upload images with title of work, course name, instructor or self-directed, medium, and size.  
*You may also include a 1 sentence explanation if needed.*
- 4 Complete form with Statement of Intent

The committee will use this form to evaluate your work:

## GRAPHIC DESIGN: COMMITTEE EVALUATION FORM

Name

Date

*5= excellent | 3= satisfactory | 1 = unsatisfactory*

|                                  |   |   |   |   |   |
|----------------------------------|---|---|---|---|---|
| Design Fundamentals              | 5 | 4 | 3 | 2 | 1 |
| Typography                       | 5 | 4 | 3 | 2 | 1 |
| Layout & Composition             | 5 | 4 | 3 | 2 | 1 |
| Color                            | 5 | 4 | 3 | 2 | 1 |
| Creativity, Imagery and Ideation | 5 | 4 | 3 | 2 | 1 |
| Drawing Skills                   | 5 | 4 | 3 | 2 | 1 |

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|--|--|--|---|---|---|
| Statement of Intent  |  |  | 3 | 2 | 1 |
| Overall Presentation<br>Project & Portfolio<br>Craftsmanship |  |  | 3 | 2 | 1 |

*Comments:*