Graphic Design: BFA Portfolio Review

Instructions For Submission

Estimated Cost for Supplies: *Black Presentation Board = $2.50 (approx. depending on size)*
White Bond Paper for Cover Sheets = .15 (approx. @ sheet)
Color reproduction prints (Kinkos) = 11 x 17 – $1.75 (approx. @ copy)
Glue, tape, miscellaneous items = $5.00 (approx.)
Portfolio Case = depending on style, size and brand, prices will vary

Graphic Design: **General Information** – **Portfolio Instructions & Requirements**

The portfolio review is for students applying to the Florida Atlantic University BFA Graphic Design program. The purpose of the portfolio review is to continue to support students in their process of becoming successful learners and well prepared for the graphic design profession. The process also allows for selection based on merit as well as to accommodate the full resources of the program.

Requirements: Prior to applying, all graphic design core courses must be completed. Please consult advising.

Contents of the Portfolio:
Your portfolio must consist of ten 15 x 20 inch black mounting boards. Your works must represent, demonstrate and include the following areas of concentration listed below. If your course projects are lost, damaged and/or your work does not fulfill the criteria below, then you are encouraged to submit self-study projects.

Important: Applications that do not include all of these areas of concentration will not be considered.

It is highly recommended not to submit commercial-applied projects such as stationery designs, brochures, calendars and/or magazine advertisements.

Areas of Concentration: Listed below, the minimum number of works /samples required for each area

(6)   **Works that best demonstrate 2-Dimensional Design, Color Application, Typography, and Layout Compositions:**
(An Artist Book may count as one of the six pieces.)
(Do not submit a color wheel study or exercises. Confine submissions to original works.)
(Multiple pieces from one series will be considered as 1 work with one label.)

(2)   **Works that best demonstrate Drawing Skills:**
(Figurative Drawings, Gesture Studies, Still life, Narrative Drawings, Perspective Observations and/or Media Explorations.)

(2)   **Studio Course:**
(Examples may include: painting, ceramics, 3-D, sculpture, printmaking, and photography.)

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, mark-making and rendering techniques.

Craftsmanship: knowledge of appropriate skills as related to the area of concentration.

Craftsmanship

Portfolio Presentation:
Craftsmanship and presentation are important in the portfolio. You are applying to a BFA program that prepares you to be a professional designer. You need to show an appropriate level of professionalism in your portfolio.

Project-Related Craftsmanship:
Each area of concentration subscribes to an appropriate craftsmanship as defined for that area of study. For example, charcoal drawings may reflect a variety of expressive markings; however, 2D works may require precise execution of line, form, shape and color renderings.

Recommendation:
It is highly recommended you consult with your professors for guidance in selecting projects/studies for submission.

The do & don't list:

1. Do not include un-mounted works of art – exceptions, such as an artist book or brochure are welcomed *(see p. 8)*.

2. All work must be mounted on 15 x 20 inch black mounting boards with cover sheets. Do not attach the cover sheets to the front corners of the boards.

3. Each work must be labeled and identified (including self-directed studies) for the area of concentration for which the work will be reviewed for consideration *(see p. 10)*.

4. Do not submit more than 10 presentation boards. However, you may include more than one work per board. The labels are placed on the cover sheets corresponding to the location where the work is mounted on the board *(see page 6 for details)*.

5. If submitting a painting mounted on board canvas and the size is relatively close to 15 x 20 inches, you may submit the painting without mounting (gluing) the work to a presentation board.

6. Works larger than 15 x 20 inches (e.g. drawings, canvas and poster-size projects) may be represented by a photo documentation and neatly rolled and placed inside a tube *(see p. 9)*.

7. Three-dimensional and mix-media works should be represented by "quality photographic prints" with detail views. When photographing 3-dimensional works and detail views, pay specific attention to corrective lighting / backdrops / shadows / focus and color correction.

8. Color copies of your projects are acceptable; however, submitting original work is recommended.

9. Do not submit frames, glass, or Plexiglas.

IMPORTANT: When you open this document in Abode Reader, located in the top right corner of the menu bar, check the box that states: **"highlight required fields."** By checking this option, you will be able to view the areas on designated pages (forms) that require typed information for submission.

Pages: 11 *(project description labels – make additional copies of this page if necessary)*

12 and 13 *(project description sheet – make additional copies of page 13)*

14 *(outside labels),* 16 *(Committee Valuation Form)* and page 17 *(Application Page – checklist)*.

(Label)

Name:	John Smith
BFA Program:	Graphic Design
Telephone #:	xxx-xxx-xxxx
FAU E-mail Address:	xxxxxx@fau.edu

(see page 14 for these labels)

Portfolio Case: Size: 20 x 26 inch
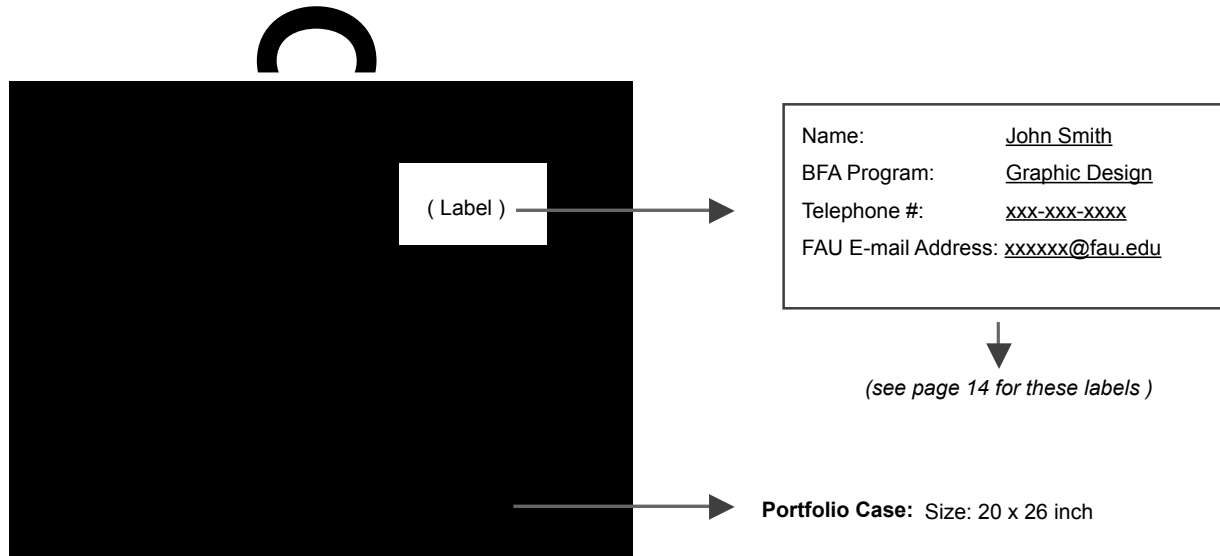
You should use a standard style of 20 x 26 inch portfolio. You can purchase a portfolio at any art store. A quality portfolio should be considered an investment in your art career. On the outside of the portfolio, put a label with your name, "BFA Graphic Design", and your contact information (telephone number, FAU email address).

Black Presentation Boards:
Size: 15 x 20 inch
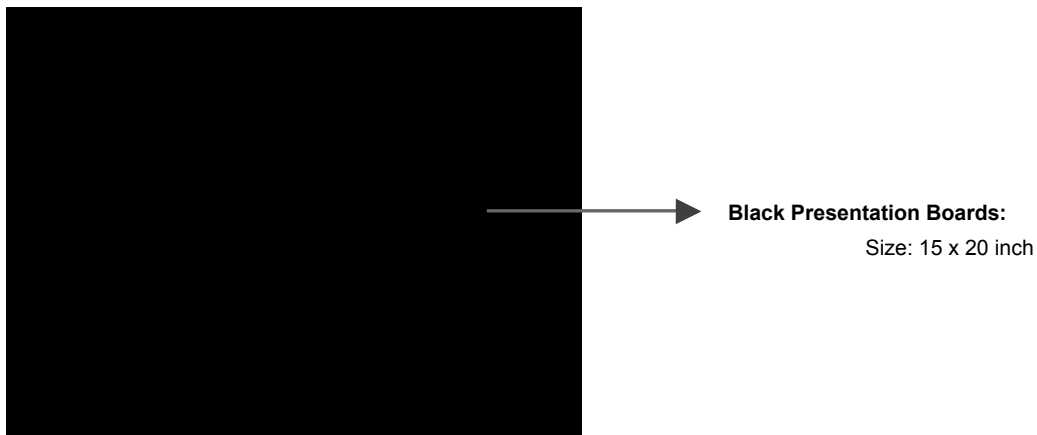
Graphic Design: **Attaching Cover Sheets to Presentation Boards**

(Front View)

White Cover Sheet
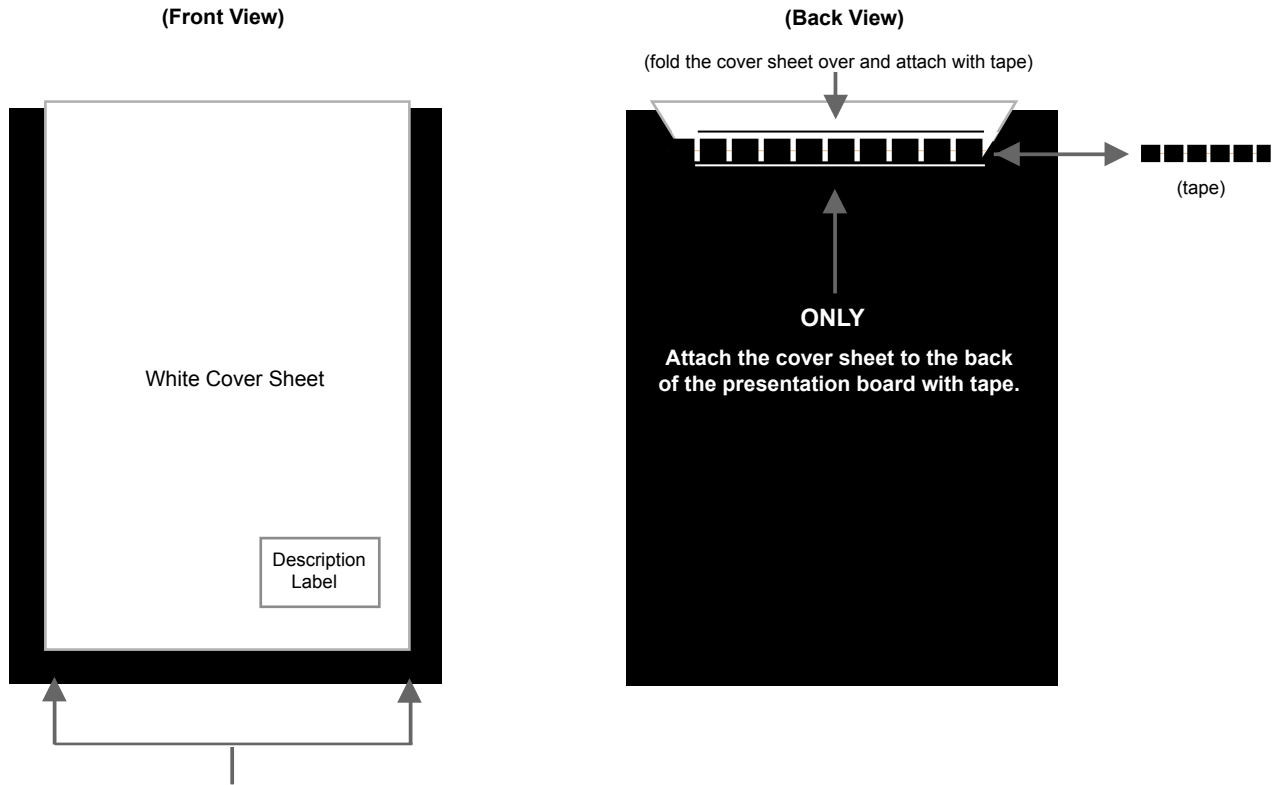
Description
Label

Do not attach the cover sheet to the corners of the mounting board.

(Back View)

(fold the cover sheet over and attach with tape)

(tape)

ONLY

**Attach the cover sheet to the back
of the presentation board with tape.**

[Artwork may be mounted vertical or horizontal]

White Cover Sheet

Project Description Label
(see page 10 for instructions)

Description
Label
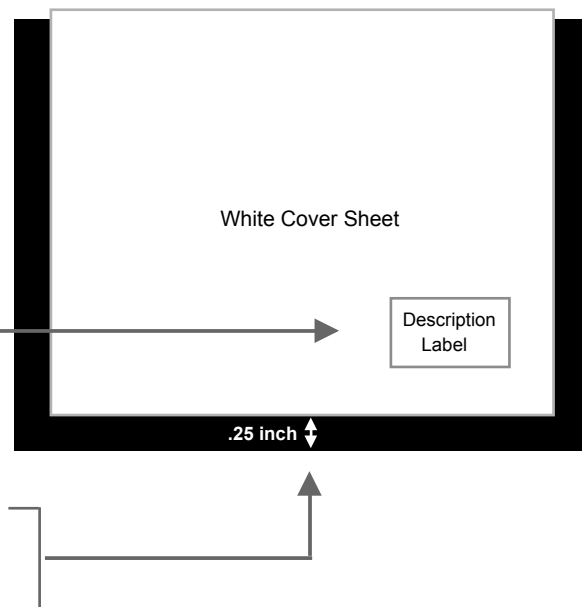
.25 inch

Border / Margins:

Depending on the size of your art work, the average
margins on the sides and bottom may range between
.25 inch to 1 inch.

Graphic Design: Mounting Several Works on One Presentation Board

For each work, place a description label on the cover sheet corresponding to its location.

Front View:
Works Arranged on The Presentation Board

#1 Project
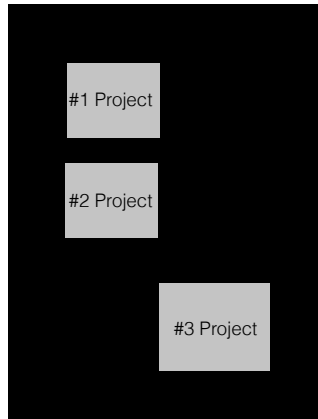
#2 Project

#3 Project

Front View:
Cover Sheet with Labels Corresponding to Location

#1. label

#2. label

Detail Views

#3. label

Full View
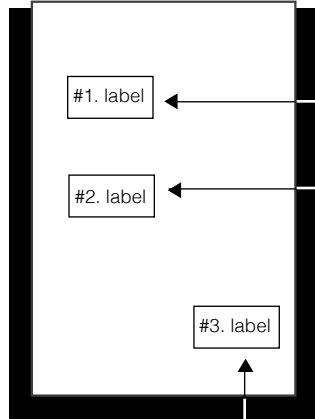
Project #:   1
Name: James Smith
Define the category for review:
Category: 3-D
Medium: Wood (detail view)
Course Title: 3-D Design
Instructor: Professor Thompson
College / University: FAU

Self-directed Study: ___

Project #:   2
Name: James Smith
Define the category for review:
Category: 3-D
Medium: Wood (detail view)
Course Title: 3-d Design
Instructor: Professor Thompson
College / University: FAU

Self-directed Study: ___

Project #:   3
Name: James Smith
Define the category for review:
Category: 3-D
Medium: Wood (full view)
Course Title: 3-d Design
Instructor: Professor Thompson
College / University: FAU

Self-directed Study: ___

Multiple Works May be Mounted on One Presentation Board

Examples may include, but not limited to:

- Grouping color studies & 2-D projects

- Series of photographs

- 3-D project with detail views

- Art electives

If your work has a mat frame and can not be removed, such as a photograph, or if the work is mounted to foamcore, you may attach the work directly to the presentation board.

#4 Project

#5 Project

#6 Project

#4. label

#5. label

#6. label
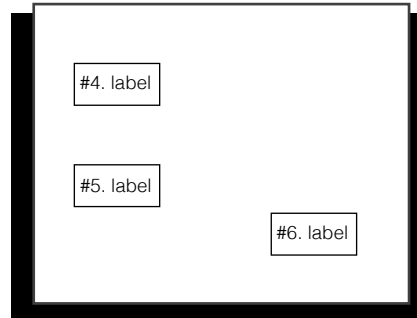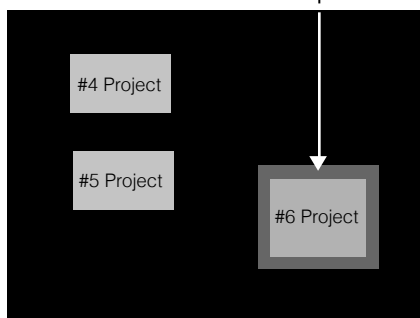
Project #:   4
Name: James Smith
Define the category for review:
Category: Basic Design
Medium: black markers
Course Title: _____
Instructor:
College / University: _____
Self-directed Study: Yes

Project #:   5
Name: James Smith
Define the category for review:
Category: art elective
Medium: wood cut
Course Title: Intro. to Printmaking
Instructor: Professor Daniels
College / University: YSU, OH
Self-directed Study: __

Project #:   6
Name: James Smith
Define the category for review:
Category: art elective
Medium: Digital Photography
Course Title: Into. to Digital Photography I
Instructor: Professor Cowl
College / University: YSU, OH
Self-directed Study: ___

(see page 11 for description labels)

Graphic Design: **Grouping Gestures, Drawings and Sketches**

You may submit a group sketches, gestures, still life and perspective studies. The grouping will count as one of the 10 presentation boards. Examples may include: Beginning Drawings, Still Life, Figurative Gestures and/or Perspective Observations.

Maximum of 5 sketches may be grouped.

1
[Select and arrange your sketches]
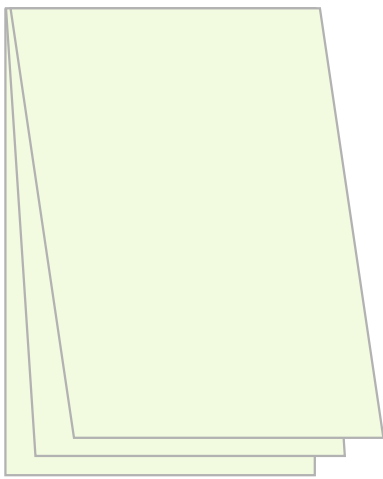
2
[Fold a heavier-weight paper and staple the sketches together.]
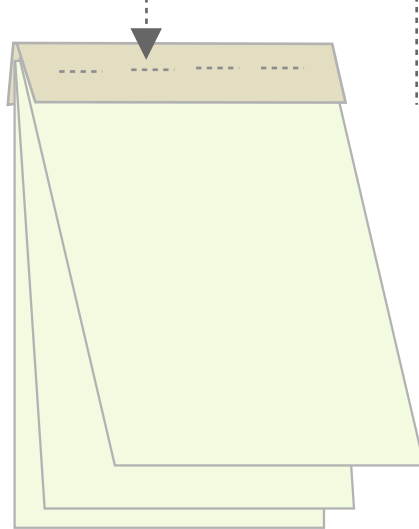
3
[Next, attach the folded paper to the mounting board with glue or double-face tape.]
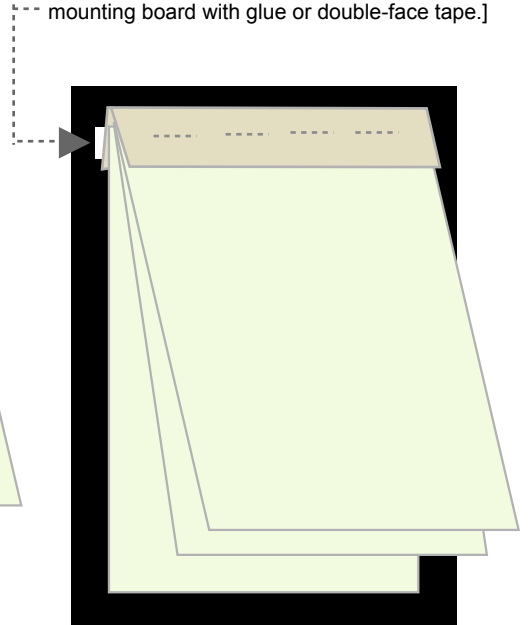
4
[Final step: attach the cover sheet with a description label.]
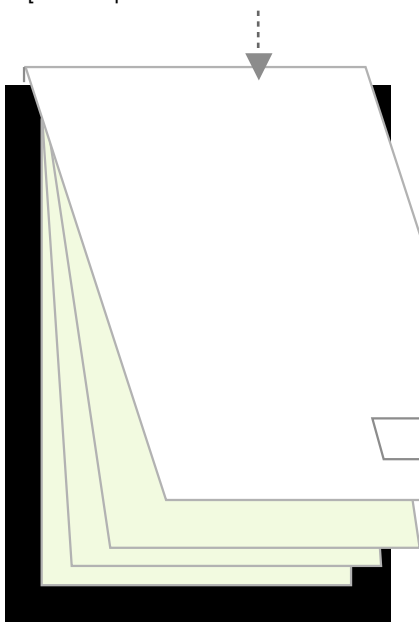
(see page 11 for description labels)

Project #:   7
Name: James Smith
Define the category for review:
Category: Drawing
Medium: charcoal
Course Title: Figure Drawing
Instructor: Professor Noels
College / University: YSU, OH

Self-directed Study: ___

Graphic Design: Submitting an Artist Book, Brochure or Special Projects

Depending on the dimension of the project, you may construct a 3-D pocket or a sleeve that would best accommodate the work.

(Front Views)

#8 Project

#9 Project
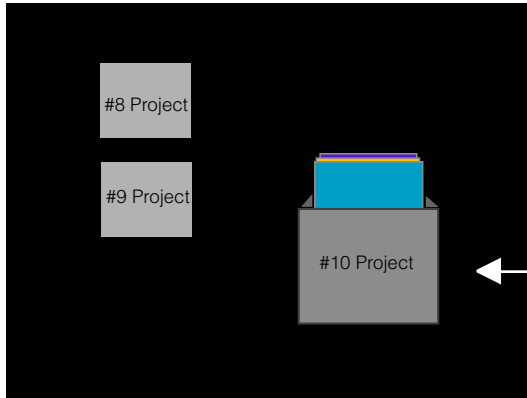
#10 Project

NOTE: If you construct a pocket, attention should be given to detail and the craftsmanship of the construction.
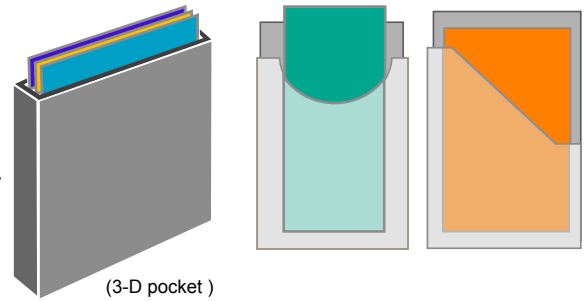
(3-D pocket)

(Securely mount the back side of the pocket to the presentation board)

(Cover Sheet)

Description Label

Description Label

Description Label

Depending on the size of the works, you may elect to arrange and mount complementary projects to create a pleasing layout.
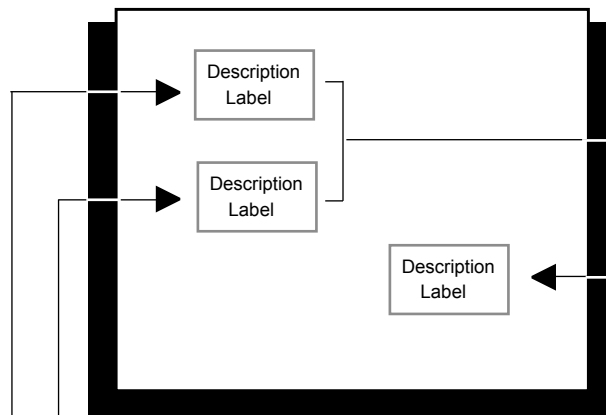
(Description Label)

(*Description Labels*)

Project #:	8
Name:	James Smith

Define the category for review:

Category:	Letter Forms / Color Study
Medium:	Digital
Course Title:	Intro. Graphic Design 1
Instructor:	Professor Walker
College / University:	WSU, WI
Self-directed Study:	___

Project #:	9
Name:	James Smith

Define the category for review:

Category:	Basic Design
Medium:	Black Markers (photo copy)
Course Title:	2-D design
Instructor:	Professor Daniels
College / University:	FAU
Self-directed Study:	___

Project #:	10
Name:	James Smith

Define the category for review:

Category:	Layout / Design Composition
Medium:	Artist Book, Digital
Course Title:	Graphic Design 2
Instructor:	Professor Bowels
College / University:	KSU, KS
Self-directed Study:	_____

Graphic Design: Submitting Large Flat Works

(e.g. drawings / canvas paintings / posters larger than 20 inch x 30 inch)

Apply a strip of Velcro
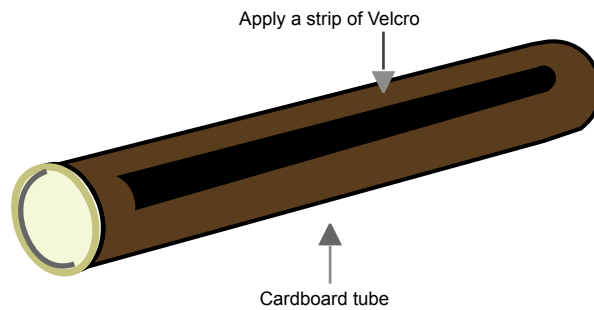
Cardboard tube

Next: apply the adjacent side of the Velcro strip to the outside of the portfolio case and attach the cardboard tube.

Identification Labels
(see p. 14)

Carefully roll the work and place inside the tube
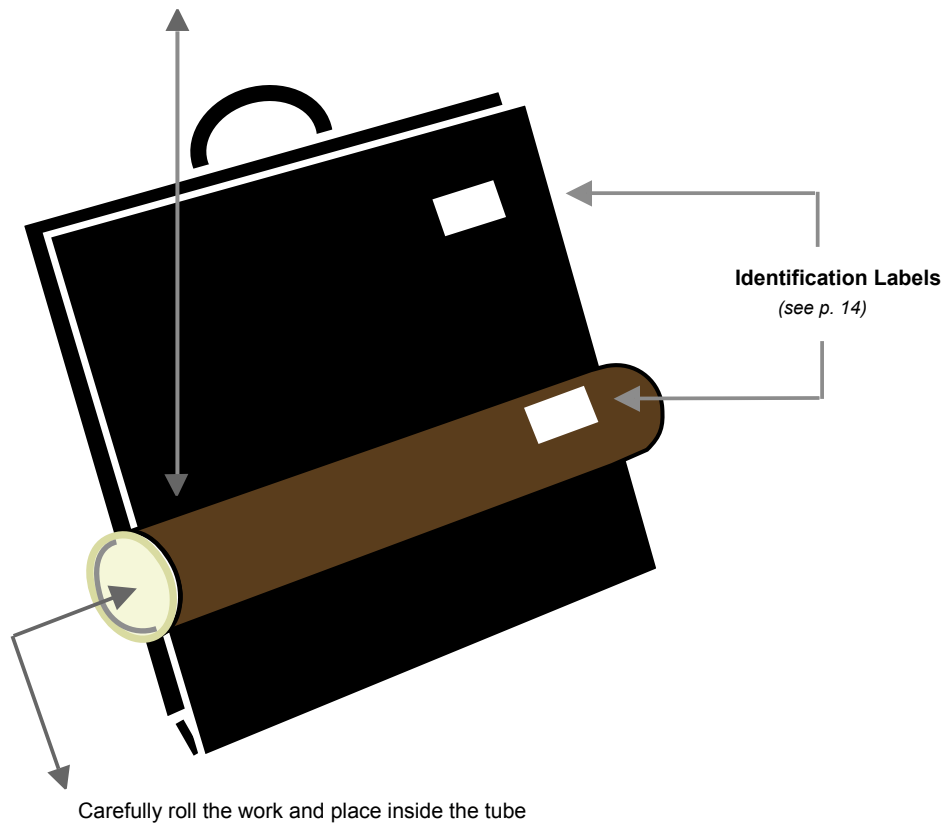
(Remember to attach a description label to the back of the artwork)

Project #: 1

Define Category: *Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective*

Type design & layout composition

Medium: Digital execution

Course: Intro. to Graphic Design

Instructor: Professor Wilson

School: ISU, IL

Self-Study: _____

NOTE:

If your course projects were lost, damaged and/or your work does not meet the requirements then you are encouraged to submit self-directed studies. Identify which category the work is to be considered for evaluation.

Sample

↓

Project #: 2

Define Category: *Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective*

Type exploration & color

Medium: Cut & paste, photo copy

Course:

Instructor:

School:

Self-Study: Yes

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Project #: _____
Define Category: Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.
Category: _____
Medium: _____
Course: _____
Instructor: _____
School: _____
Self-Study: _____

Name: _____

Concentration: Graphic Design

For each description label attached to the cover sheets, the project # on the label must correspond to the project # on this sheet.

....

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

....

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

....

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

....

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

....

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

Project Number: _____

Define Category (Circle): Design Fundamentals, Typography, Layout & Composition, Color, Drawing, 3-D Design, Studio Elective.

Medium: _____

Course Title: _____

Instructor: _____

University/College: _____

Self-Directed Study: _____

Graphic Design: Labels For The Portfolio Case, Cardboard Tube and Application Binder

Attach this label to the outside of your <u>portfolio case</u> ➔

Name: _____

BFA Concentration: _Graphic Design_____

Telephone #:   _____

FAU E-mail: _____

For large flat works:
Attach this label to the outside of the <u>cardboard tube</u>. ➔

Name: _____

BFA Concentration: _Graphic Design_____

Telephone #:   _____

FAU E-mail: _____

Place this label on the outside of the <u>application packet</u> ➔

Name: _____

BFA Concentration: Graphic Design

Name: James Smith

Graphic Design

Statement of Intent

The Statement of Intent (250 words) explains why you want to achieve a BFA. Describe your specific design interests including historic or contemporary references. Use appropriate design vocabulary. It is recommended you use Microsoft Word to check for spelling, grammar and word usage. Print the essay in Times Roman, 12pt, double-spaced with 1-inch margins on all sides of one 8.5 x 11 inch sheet of paper. For the heading (Statement of Intent) use 12 pt. Times Roman Bold and center at the top of the page.

Graphic Design: Committee Evaluation Form

(Make 3 copies of this form and include them in your application packet.)

Name: _____   Date: _____

Concentration: <u>Graphic Design</u>

_____

	(5 = Excellence)		(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
Project Craftsmanship:	5	4	3	2	1
Statement of Intent:			3	2	1

....

Overall Presentation Portfolio Craftsmanship:	5	4	3	2	1

_____

☐ *Accepted to BFA*   ☐ *Accepted to BFA with Reservations*   ☐ *Recommend for BA*

☐ *Suggest resubmitting your portfolio.*
It is recommended you consult a faculty member for suggestions and methods for improving your projects.

Comments:

Graphic Design: Application Page -- Check List

(Include this page in your Application Packet)

Name: _____

Concentration: Graphic Design

Checklist:

☐ Transcript *(unofficial transcript is acceptable)*

☐ Statement of Intent

☐ Project Description Sheet

☐ Committee Evaluation Form -- [3 copies]

I certify that everything checked above is included in my application.
I understand that if my application is incomplete, my portfolio submission will not be reviewed.

Signed Name _____

Printed Name _____ Date _____

You will be instructed to the dates, times and location for dropping-off your portfolio. Once the review process is completed, you may pick-up your portfolio on the announced dates and times. The Department of Visual Arts & Art History will not store or be responsible for portfolios after the date announced for pick-up.

Graphic Design: Application Packet (Binder)

(Front View)

(Inside View)

Label

Page 1 (etc..)

[Purchase a binder with 9 inch x 12 inch plastic sleeves]

The binder must have the following items:

Page 1 = Check List *(see page 17)*

Page 2 = Transcripts *(unofficial transcript is acceptable)*

Page 3 = Statement of Intent

Page 4 = Project Description Sheet *(see page 12 & 13)*

Final pages = 3 copies of the Committee Evaluation Form *(see page 16)*

Place the label on the outside of the binder

(See page 14 for the label)

Name: _____

BFA Concentration Graphic Design

FINAL STEP:
Place the binder inside your portfolio case.