

## **Graphic Design Portfolio Review | 6.30.22**

### **Overview**

Graphic design is a highly competitive and rigorous field of study. To determine if a student has potential to meet these demands, a portfolio review is required. Therefore, passing VIAR 345 with a “C” does not guarantee acceptance into the graphic design curriculum. Only students that demonstrate the ability to show fidelity in both visual form and concept will be allowed to continue with their studies.

Any student concentrating in Graphic Design in the department of Visual Arts must enroll in VIAR 344, Graphic Design Portfolio Review. The course is used for selective admissions and is a co-requisite of VIAR 345 Visual Communications. Students that do not sign up for the course will not be able to register for any other courses in the graphic design concentration. All students in the concentration must pass VIAR 344 with Credit and VIAR 345 with a grade of “C” or better.

Portfolio reviews will be held on the first Friday of the month in May, where each student must submit a final portfolio that includes all VIAR 345 projects and their class sketchbook. The work will be scored and combined with a base score from each student’s grades in Drawing I, Drawing II, Design I, and Design II. The students that best demonstrate highly conceptual and strong formal aesthetics will be accepted into the concentration and may continue their studies in graphic design concentration in the fall semester. Therefore, a student must score on the portfolio review between 11.25 and 14 to be considered for admission.

Students that do not qualify will receive “No Credit” for VIAR 344. These students are encouraged to either re-take VIAR 345 the following spring to try and improve their skills and score when they re-apply, or they may consider one of the department’s eight other concentrations that offer professional opportunities in visual arts.

Students who pass the portfolio review will be informed via their official University of Louisiana at Lafayette email account. These students must reply to this email within 2 weeks of receiving this communication and confirm that they wish to concentrate in graphic design. Students who do not confirm by that deadline will forfeit their admission and will need to re-apply in the next portfolio review cycle. Students may repeat VIAR 344 one time.

### **Transfer Students**

Students who transfer from another school and have credit for graphic design courses and miss the portfolio review application deadline may apply for late acceptance into the program. To be considered they must submit a portfolio of their work from any previous design classes, along with an unofficial transcript of their grades from their Drawing 1, Drawing 2, and Design 1, and Design 2 classes. They must meet any departmental prerequisite requirements to apply. Their score must be within the same range as the student cohort they would be joining. If a transfer student is not accepted, they may be recommended to take VIAR 345 the following spring and reapply for consideration.

### **Technology Requirements**

Students wishing to concentrate in graphic design are required to purchase a Macintosh laptop and a subscription to the Adobe Creative Cloud. If a student passes the Portfolio Review and does not have a Macintosh laptop by the start of the fall semester for VIAR 346 and VIAR 347, they will be dropped from the courses and will wait until the next academic year. Students must have the required hardware and software to take their graphic design classes. Specific Macintosh laptop requirements are posted on the department’s website. Students are encouraged to hold off on purchasing this equipment until after acceptance into the concentration.

## Assessment for Criteria for Portfolio

A student's portfolio of work from VIAR 345 will be based upon the following criteria:

- Craft
- Design
- Concept
- Execution
- Sketchbook

**Below are definitions of these terms in relation to their application in the work that will be evaluated.**

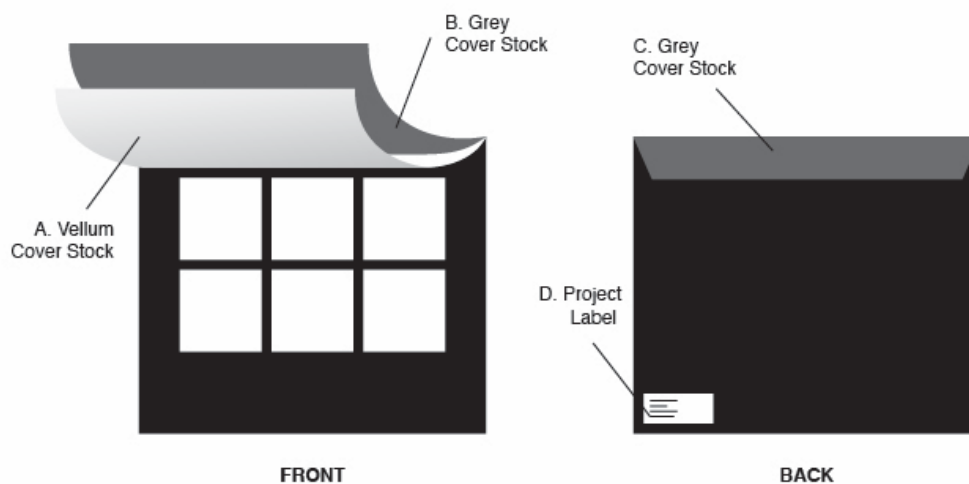
**Craft:** Student projects should be meticulous in their presentation. Follow the procedures covered in VIAR 345, refer to the diagram below.

All projects must be mounted on the smooth side of a black double weight black mat board. Prepare a board with the following specifications:

- Mat board with black artist tape wrapped evenly around board edges. Miter each corner at a 60° angle.
- Vellum overlay (A) and
- Cover stock (B, C).
- Center artwork horizontally on the board with a 2" boarder on the top and sides, and a 4" boarder on the bottom.

Each project should also have a label mounted .5 in. from the bottom left-hand corner of the board (D). Include on label:

- Student's Name
- Professor's Name
- Course Number
- Project Number
- Semester and Year



**Design:** The design of a student's work must demonstrate the ability to apply the elements and principles of design to create effective solutions and create organized and unique compositions that demonstrate strong artistic skills.

**Concept:** Each student's project must demonstrate strength in their ability to conceptualize and create quality ideas that are unique, creative, and communicate a visual message clearly. Additionally, each project should demonstrate a creative approach to problem-solving.

**Execution:** Each student project should show the ability to visualize and execute concepts effectively, using appropriate use of skills, media, and technical knowledge.

**Sketchbook:** A student's sketchbook should contain the following:

1. Sketchbook idea exploration that goes beyond the required minimum number of sketches requested by the professor. Each sketch should explore a different concept.
2. A narrowed down selection of the top three visual ideas, and variations of that idea in tighter detail.
3. Typographic research regarding typeface options, typographic placement, and usage, where applicable.
4. The final selected design, with options for execution.
5. Multiple color studies of the final design. Additional sketchbook contents should include copy writing options, examples of similar artwork, fine art, or subject matter related to concept.

### **345 Grade Scale**

0.96 – 1.0 = Exceeds expectations.

0.9 – 0.95 = Meets a high level of professional expectations.

0.86 – 0.89 = Meets professional expectations.

0.8 – 0.86 = Demonstrates the potential to meet professional expectations.

0.76 – 0.79 = Concerns for meeting professional expectations but shows possibility for development.

0.7 – 0.75 = Heavy Concerns for meeting professional expectations.

0.0 – 0.69 = Does not meet professional expectations.

### **Core VIAR Drawing and Design Evaluation**

The evaluation of a student's foundation drawing and design skills shall be done through determining a score based upon the grade they earned in Drawing I, Drawing II, Design I and Design II. Below is the amount of points a student may be assessed based upon the grade they earned in their specific class. Each student must earn a total of 3.25 out of 4 points for their Drawing and Design score, to be eligible for the graphic design concentration.

### **Core VIAR Drawing and Design Scale**

A = 1.0

B = 0.85

C = 0.7

D = 0.0

F = 0.0

Any student wishing to re-apply for acceptance into the program, may do so one additional time, but they will have to wait until the following spring and the student is encourage to retake VIAR 345 to improve their overall score. If the student's score is equal to, but not less than, the lowest student score of students who are applying for the first time, the reapplying student will be allowed to continue with the newest group of students. For example, if the total score of the first-time applicant's class range from 13.75 to 11.25, and the student re-applying is 11.25, the student will be allowed to continue with the concentration the following semester.

### **Appeals**

If a student wishes to appeal their Portfolio Review Score, they may do so within one week from receiving notification of their score via their university email accounts by notifying the Department Head of the Visual Arts. The student will immediately drop off all their Portfolio Review materials with the Department Head, and the department will ask two external graphic design professionals to review the work utilizing the same criteria outlined on this form. If the overall score falls within the top 50% of the admitted students, then the applicant will be allowed into continue within the concentration.

\*This document may be updated on a yearly basis if necessary. All students must adhere to the guidelines within the document pertaining to the year they apply to the graphic design concentration.

### SAMPLE PORTFOLIO SCORE SHEET INFORMATION

<b>Graphic Design Faculty Member 1 Score</b>	
Craft	
Design	
Concept	
Execution	
Sketchbook	
<b>Total</b>	

<b>Graphic Design Faculty Member 2 Score</b>	
Craft	
Design	
Concept	
Execution	
Sketchbook	
<b>Total</b>	

<b>Core VIAR Drawing and Design Score</b>	
Drawing I	
Drawing II	
Design I	
Design II	
<b>Total</b>	

<b>Total Score and Score Range</b>	
Applicant's Total Score	
Score Range	