FAU BFA IN GRAPHIC DESIGN
PORTFOLIO REVIEW GUIDELINES

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 three parts:
> PART A: assigned design project (1)
> PART B: portfolio of specified class work (9)
> PART C: statement of intent

Steps
Review the portfolio review guidelines
1. Attend the portfolio workshop held at the beginning of each semester
2. Create 1 new design project (PART A)
3. Prepare existing portfolio works for digital submission. Photograph, if needed. (PART B)
4. Write statement of intent (PART C)
5. Submit using Slideroom / $10 submission fee

Review the "Committee Evaluation Form", located at the end of this document, 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: NEW DESIGN PROJECT

As part of your portfolio you will create "Project 1" listed below. The purpose of the project is to demonstrate your creative thinking and ideation while using typography and applying design principles.

Part of your development as a designer is your ability to discern your best work. You may seek feedback from your professors but this project should be done independently rather than as a class assignment. Do not expect explicit art direction. We want to see how you apply what you've learned to solve a design problem. Develop through iteration, consult visual references, be mindful of craft, and do not use display typefaces.

You will find a second project listed below (Project 2). This project is <u>*optional*</u> *for applicants that feel that the work from previous courses do not represent their best skills and are interested in developing new work.*

Project 1> Word and Image [required]
Select one of the three words listed. Convey a conceptual message by the integration or juxtaposition of type and image in a new and unexpected way. The challenge here is to add another level of meaning from the combination of word and image.

You may manipulate the word to explore connotative meaning. Use symbolism, analogy, metaphor, pun.

One word & one image:
Choose one of the 3 following words: *breathe, immigrant, elevate*
Combine with: a found, created, or manipulated image

GUIDELINES
- 11x17 (vertical)
- color is permitted but not required
- acceptable media includes collage, drawing, painting, digital illustration
- be mindful of craft
- save final as a PDF (PDF: smallest file type)

Evaluation Categories:
layout & composition, typography, design fundamentals, creativity, imagination & ideation, craft

See:
Design Communication: Conceptual Graphic Design Basics, Elizabeth Resnick p123
Type Image Message, Nancy Skolos + Tom Wedell

Project 2 > Calendar Grid [optional]
design fundamentals, typography, creativity/ideation, layout/composition

1. Create a spread in a two-page document. Each page is 7.5 x 7.5 inches.
2. Devise a weekly calendar system that divides each page into seven days. Use lines and/or shapes and typography to mark and identify the space. Leave space for a person to write down notes and appointments.

3. Think creatively about the underlying problem. The rhythm and structure of the grid can be vertical or horizontal, regular or irregular, rectilinear or diagonal.

GUIDELINES
- A spread consists of two facing pages
- Don't use more than 2 colors
- Do not use images
- Create multiple versions of your idea before refining and finalizing one to present
- Save final spread as a PDF (PDF: smallest file type)
- Be creative

Evaluation Categories:
layout & composition, typography, design fundamentals, creativity, imagination & ideation

See:
Making and Breaking the Grid by Timothy Samara, Grid Systems in Graphic Design by Josef Muller-Brockmann and Grid Systems by Kimberly Elam

PART B: EXISTING PROJECTS

Include 9 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*

1 work that best demonstrates 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 if possible to document your work. A poorly documented portfolio can significantly impact perception of your work and abilities. Unfortunately, due to the pandemic, FAU facilities and equipment are not available for student use. 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.

The committee will be mindful of the fact that students did not have access to FAU facilities to photograph work and recommends students to take necessary steps to accomplish the best they can under these circumstances. 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
  -well- and evenly-lit and/or color corrected

It is recommended that you make a habit of photographing and saving your work from each class as you progress in the program. Find a selection of tutorials that might help you in planning how to photograph your work:
1. DIY Product Photos - Easy, Cheap and Good-looking
2. How to Make a Light Box for Photos DIY For $15
3. Design portfolio photography tips

PART C: 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
        1 Create a Slideroom account ($10) at: vaah.slideroom.com/
        2 Select the program you are applying for: BFA Graphic Design
        3 Upload images and complete form with Statement of Intent

Committee Evaluation Form
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 Project & Portfolio Craftsmanship	3	2	1

Comments: