

Portfolio Requirements

Graphic Design Concentration

The required portfolio should consist of work that best demonstrates the applicant's potential in the discipline of graphic design. Because personal interviews are impossible during the review process, it is imperative that the following guidelines are carefully followed.

Portfolio Cases:

Only zippered vinyl or reinforced photographer's shipping cases or corrugated cardboard shipping boxes will be accepted. Portfolio cases may be purchased at most large art stores. See illustration on Portfolio Submission Checklist.

Note: Artwork should not exceed 17"x22" and portfolio cases should not be larger than 18"x24". Shipping boxes should be close to the size of your portfolio (not oversized). Place your name and a "G" on the outside of the portfolio and the shipping case in the upper right-hand corner.

Size:

Mounted/matted format size should be determined by portfolio case sizes. Cases should not exceed 18"x24".

Presentation:

Work must be neatly matted or mounted. No rolled, glassed, or framed work will be accepted. All work must fit inside the portfolio case.

Photographic slides or prints:

A maximum of four photographic slides or prints of oversized work may be submitted. These should be inserted in an appropriate plastic sheet. Label and describe each work.

Identification of Work:

The applicant's name must be clearly printed on the back of each mounted piece, on the mount of each slide submitted, on the one page statement, and on the outside of the portfolio case and shipping box if mailed.

Include in your portfolio:

Portfolio Review Form and Portfolio Submission Checklist: Fill in completely and include in your portfolio.

One Page Statement:

In a single typewritten or laser set page, discuss your work, career goals, aspirations, and comment on your favorite design (from those that you are submitting). Include your name on your statement and place at the beginning of your portfolio.

Two Black and White Drawings:

Are to be evaluated for representational drawing skills, pictorial space, composition, and technical control. Pencil used as "black" is permissible.

Two Color Works (any two dimensional media):

Are to be evaluated for representational drawing skills, composition, and technical control.

Two Graphic Design Works or One Graphic Design Series:

Are to be evaluated for concept, design, and technical skill. Examples must include some typography or hand lettering, and be appropriate to corporate or commercial communication. These may be hypothetical projects and need not have been printed. A series is a group of work done for a single client. For example, a logo, letterhead, envelope, and business card, is considered a series.

One Assigned Project:

On the next page is a list of two projects created by the portfolio review committee. Choose one of the projects and complete for inclusion in the portfolio. The assigned project cannot be accepted in slide form.

Computer-generated Work:

All required portfolio examples listed above, other than the black and white drawings, may be computer generated and printed utilizing color laser or ink jet media. Due to portfolio review time constraints, required portfolio work cannot be accepted on floppy, zip disk or CD-ROM/DVD.

Additional Examples:

If you wish, you may include up to four additional works that you consider supportive of your application. These are in addition to the requirements above and can be in any media including video.

Recommendations:

Portfolios consisting predominately of cartoons, Japanimation, or artwork copied from photographs or other artists will receive less favorable review. Avoid plagiarism.

Graphic Design Assigned Project

Complete one (1) of the projects below for inclusion in the portfolio.

Your design should be mounted on illustration board. The assigned project can be manually produced or computer generated. Typography can be computer generated, rub down type, typeset or hand-rendered. Include a brief statement (one paragraph) explaining the concept behind your design.

Urban Outfitters

Create a promotional autumn sale poster for Urban Outfitters.

Information: Include Urban Outfitters somewhere in the design. Your solution should address the appropriate audience for this trendy store, as well as the autumn/back to school theme. Entice the potential customer to attend the sale. You may use the Urban Outfitters logo OR create a new one. It is up to you and either way is fine.

Size is 11x17", vertical or horizontal format. It is preferred that you create an 11x17" image, but you may print at 8 ½ x11" and mount onto an 11x17" board. Use no more than three colors, not including the paper color. (Black and white are considered colors. You may use tints and shades of the 3-color palette).

U2 Benefit Concert

Design a poster to inform people about a benefit concert to be held to fight poverty around the world. Your design should reflect the political and social themes that U2 addresses in both its music and activism.

Information: U2, River Plate Soccer Stadium, Buenos Aires, March 2, 2008, 7pm

Size is 11x17", vertical or horizontal format. It is preferred that you create an 11x17" image, but you may print at 8 ½ x11" and mount onto an 11x17" board. Use no more than three colors, not including the paper color. (Black and white are considered colors. You may use tints and shades of the 3-color palette).

Suggested Readings:

Print, Graphis, Critique, and Communication Arts magazines.

History of Graphic Design, by Phillip Meggs

Stop Stealing Sheep and Find out How Type Works, by Eric Spiekermann

For questions on portfolio requirements, please refer to the "Portfolio Review Policy."