

St. Cloud State University
ART DEPARTMENT

Portfolio Review

(version May/2005)

The portfolio review is for those applying to the SCSU Art Department Graphic Design Major.

This review is for those students that are about to complete their foundation courses or those that have the tentative status from a previous review.

Information and questions:
Art Department office personnel / KVAC Room 101
Phone: 320/ 308-4283

2006-07

Portfolio Review Guidelines

(Version 1/07)

The SCSU Graphic Design Portfolio Review is for students applying for admittance to the Graphic Design major. It involves a process of submitting work for review and an interview with the Art Department faculty. Those who pass the review are admitted to the major if they meet all of the criteria.

REQUIREMENTS AND ELIGIBILITY

A portfolio review is required for all students intending to major in Graphic Design.

- All students who have not been accepted to the Graphic Design Major must apply in order to continue taking the major courses.
- To be eligible for acceptance to the major a minimum of a 2.5 GPA in the first year foundation's Art courses is required.

To graduate from the program a 2.5 GPA must be obtained in all SCSU course work.

- Students should have completed or currently be enrolled in the following foundations courses (101, 102, 103, 104, 105). However, if they have independent work which provides evidence of the full range of foundations experiences, they may apply at a time when most of their foundations courses are completed. Please consult with one of the graphic design faculty prior to portfolio review if you plan on applying earlier in your foundations experience.
- Incomplete applications will automatically disqualify applicants. We encourage attending the information meeting prior to the review and/or asking questions of the faculty or staff prior to submitting the application.

PROCESS

Information meeting A faculty representative will meet at the beginning of the review process to describe the process and answer questions. The application materials should be ready for pick up in the Art Dept. Office at the beginning of the semester.

Portfolio submission and interview

- Students are required to submit the completed application to the Art Department Office personnel (Rm 101). This includes the application form, a statement of interest, resume, transcript, and student signed major program application.
- Present the portfolio work at the time and place assigned. You will be asked to install the work at a designated area.
- The reviewing faculty will recommend a pass or a tentative status based on the submission and interview. All applicants will be notified within a week and asked to pick up their portfolios.

Final meeting Applicants who pass the portfolio review will be notified to meet with a faculty member for recognition of their acceptance to the program.

CRITERIA FOR A SUCCESSFUL PORTFOLIO REVIEW

The portfolio should show a full range of the highest quality work produced from foundation courses or independent work experience. Typically it would include 12-15 elements that show quality and experience in observational and creative drawing, 2D, 3D, computer studio work. If the student applicant has taken any SCSU Graphic Design course then representative work from the class needs to be included in the presentation. It should demonstrate the potential for development of graphic design interests and capabilities. This should be work representing a college level foundation experience. The precise criteria for evaluation is listed on the forms that are available in the Art Department Office for review prior to the presentation.

- **Presentation:** Work is to be presented in a professional manner. There are to be between 12-15 pieces. Work should be arranged on a wall space approx. 6 ft wide. We encourage print or flat work however up to 4 pieces may be submitted digitally on a cd. The name of the presenter is to be clearly labeled. Project titles and descriptions may be used where appropriate and in that case should be easily readable.
- **Interview:** The successful interview will demonstrate an understanding of the process of studio work and a commitment appropriate to the Graphic Design discipline.

FAQ

WHAT IF YOU DON'T PASS THE PORTFOLIO REVIEW?

- If the applicant has received one tentative status decision they may re-apply for the portfolio review in the subsequent semester. If the committee recommends tentative status the applicant will need the instructor's approval in order to be admitted to classes in the major (Art 220, 221, 320). One must pass a second review unconditionally before acceptance to the major.
- If the applicant has received two tentative status decisions they won't be accepted to the major. A faculty member will meet with the applicant and provide guidance on all options available including application for the graphic design minor program. Students can appeal the outcome of the portfolio review with the Art Department Chairperson.

PORTFOLIO REVIEW EVALUATION
For Graphic Design Major Applicants

STUDENT PRESENTATION AND INTERVIEW

STUDENT PRESENTATION

The works were presented with a high degree of understanding of the process, materials and concepts involved in making the work. The applicant demonstrated a knowledge of art and design principles and use of visual elements including line, color and form.

1 2 3 4 5
MARGINAL AVERAGE EXCELLENT

DESIGN WORK

One of the presented works demonstrated a clear potential for developing design capabilities. The applicant demonstrated an understanding of these qualities. (Possible questions for the applicant: In what way does the work relate to design? How was the process related to design?)

1 2 3 4 5
MARGINAL AVERAGE EXCELLENT

PROFESSIONAL INTEREST

The applicant demonstrated an interest in professional design practice and the ability to prepare for it. (Possible questions for the applicant: What does Graphic Design mean to you? What do you want to do professionally? Why is Graphic Design your choice for a professional degree? What are you doing to prepare for it outside of classroom study?)

1 2 3 4 5
MARGINAL AVERAGE EXCELLENT

EDUCATIONAL DEVELOPMENT

The applicant demonstrated the ability to continue college level learning, collaboration, use of technology and understanding of diverse cultures. (What do you want to learn? How will you learn it?)

1 2 3 4 5
MARGINAL AVERAGE EXCELLENT

COMMENTS

RECOMMENDATION

PASS TENTATIVE

FACULTY REVIEWERS DATE _____

SCSU ART DEPARTMENT / Graphic Design Major / Portfolio Review Application

STATEMENT OF INTEREST

The application is to include a one page statement of interest that describes the reasons for admittance to the major. This should include an understanding of what the Graphic Design Major entails and what your professional goals are. Please address: What is your background? What does design mean to you? What do you expect from the program? What do you want to do in your future?

RESUME EXAMPLE FOR APPLICATIONS

The following example format is meant as a guide for you to present your specific background information. You may submit the information in another format if appropriate for the review.

Name

Address

Phone

Email

RESUME

Current date

- Employment and/or work experience
(please list no more than three-list the most recent at the top)

Year	Name of Employer or Sponsor
	Location
	Title of position or role
	Description of job or activity

- Art and design related experiences (exhibits, clubs, activities)

Year	Place
	Description

- Awards, recognition, accomplishments

Activities: sports, interests, travel, memberships in professional and student organizations

Additional information that may be relevant for the review committee to know about you.