

**Old Dominion University**  
**Art Department**  
**Graphic Design Second Year Portfolio Review**

**When & Where**

2:00pm Thursday, April 16

VAB Rm. 116

**How and When Do I Register for the Review?**

Full and part-time graphic design faculty will have registration materials. See one during the week of April 6-9, 2009.

**Who Should Submit Work?**

All students who have completed Arts 202, 231, 279, 304, 271 and 370 can submit portfolios for consideration.

Some, qualified, transfer students may, after a preliminary review by one of the full-time faculty submit a portfolio for admission to 300 and 400 level Graphic Design courses.

Students who wish to participate in the review must register for the review during the week prior (April 6-9) to the review and pick up their additional design and writing assignments.

**Why Is A Review Necessary?**

There are two reasons. First, some students may not have adequate backgrounds in visual arts or are unable to demonstrate the skills (visual, verbal, and manual) necessary for success in the profession of graphic design. Second, there are a limited number of seats that can be offered with the current facilities and teaching staff. A portfolio review ensures that students who are qualified and likely to succeed in the field will be offered a place in the program.

Do not assume that good grades in classes assure you of a passing evaluation on your portfolio. Course grades are determined by factors such as attendance, participation, quizzes and tests, reading assignments, process work, exercises, and software skills as well as the creative work. However, the portfolio will be judged on its own merits without reference to all these factors.

The focus of the review is on the totality of the projects presented, with emphasis on your ability to demonstrate the expertise to be successful in the 300 and 400 level courses.

**How will my portfolio and interview be evaluated?**

The four areas of evaluation are:

**Concept:** awareness of contemporary issues, methodology, technical skill, creative exploration, written and oral expression.

**Process:** drawing/sketching, model making, site planning, verbal and writing skills.

**Form:** symmetry, rhythm, proportion, perspective, harmony, color, etc.

**Engagement:** personal and professional goals, basic understanding of the profession of visual communication design, enthusiasm and interest for your chosen profession.

**What Should I Submit for the Review?**

Unofficial Transcript (all undergrad work).

Information Sheet (name, uid, semester preference [summer or fall]).

### Portfolio Requirements:

There are three components to the review portfolio.

- A portfolio of 12 representative examples of your work.
  - 6 Graphic Design pieces
  - 4 Foundation Design pieces (2D, Color, Introduction to Drawing, Fundamentals of digital art).
  - 2 Additional works that demonstrate your abilities as a designer/artist.
- A design project completed specifically for the review (the details of this project will be provided when you register for the portfolio review in the week prior to the review).
- A short paper 500 to 800 words, typed (subject matter to be provided when you register for the review).

### Preparing the Portfolio

All of your materials should be placed in a portfolio that is no larger than 20 x 30 in.

Do not include framed pieces in your portfolio - photograph the work.

Do not bring 3D design work to the review - photograph the work from several different points of view and include in your portfolio.

Do not bring oversized work to the review - photograph the work.

Do not include work older than 2 or 3 years - current work best demonstrates your creative and skill level.

Present work flat rather than rolled.

Select work that demonstrates your ability to handle with skill a wide range of techniques, media, materials and subject matter.

### Review Results

All students will have a notice placed in their portfolio indicating their status.

Students who do not pass the portfolio review can receive individual advising by faculty based on the body of work presented in their portfolio.

Receiving a No Pass means that students are not eligible for 300 level courses and will be departmentally dropped from 300 level courses.

If the student decides to pursue the degree after receiving a No Pass, we encourage them to take or retake specific courses to improve their portfolio. No Pass portfolios generally indicate that the student's work will be best improved when supported by class structure, professor/s and classmates. Portfolios may be resubmitted.

### When Will the Next Review Be Held?

August 14, 2009