

ENTRANCE APPLICATION for GRAPHIC DESIGN
Effective Spring 2024

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The Entrance Application and Portfolio for the BFA with Emphasis in Graphic Design in the School of Art and Design at Western Carolina University consists of several components as described below.

All Entrance Applications and Portfolios are reviewed once a year in February; the exact dates however, will be posted on the website for the graphic design program. The next review will be February 9, 2024.

Submit your portfolio at design.wcu.edu

If you have any questions about creating or submitting your portfolio, you can email Jillian Ohl at johl@wcu.edu.

VIDEO INTERVIEW

In a recorded video no longer than 3 minutes, please verbally answer the following questions. Your video must reflect professionalism and your intent to be in the design program. Use the linked site on design.wcu.edu to record your interview. After recording your interview, copy and paste the link into the interview field in the application form.

- 1) Describe an art or design project that you are proud of. Why do you think the project is successful? Are you proud of the process or the final outcome or both? What was your favorite part of completing the project? Include the project in your portfolio if possible.
- 2) Explain an art or design project that you struggled with or did not go as planned. If you encountered difficulties, how did you solve them? In hindsight, what would you do differently based on what you know now? Include the project, or documentation of the project in your portfolio if possible.
- 3) Describe your creative process in one word. Explain or show why you chose that word.
- 4) Please describe how YOU define the broad field of design.
- 5) What made you decide to apply to the program?

PORTFOLIO for Current WCU Students who have taken foundations classes at WCU. Use large, high-quality images and include the following information with each image.

- Project title
- Project size
- Project date
- Material, medium, or digital programs used.
- 1 sentence project description
- Class name and professor

- 1) 3-4 projects from 2D Design (ART 132)
- 2) 1-2 projects from 3D Design (ART 142)
- 3) 3-4 projects from Intro to Drawing (ART 131)
- 4) 5 drawings from direct observation. These drawings should demonstrate a knowledge of perspective, volume, spatial relationships, and composition. Drawings can be any physical or digital medium. Drawings must have been completed in the last 3 years.

- 5) (optional) up to 5 projects of any medium that you have completed in the last 3 years. Examples include but are not limited to animation, comics, sketchbook work, 3D design, sculpture, painting, collage, and interactive work. Work should not include any existing copyrighted or intellectual property (this includes fan art).

PORTFOLIO for incoming Transfer Students, Current High School Seniors, or WCU Students who DID NOT take Foundations Studio Classes at WCU. Use large, high-quality images and include the following information with each image.

- Project title
 - Project size
 - Project date
 - Material, medium, or digital programs used.
 - 1 sentence project description (if applicable)
 - Class name and professor (if applicable)
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- 1) 5 drawings from direct observation. These drawings should demonstrate a knowledge of perspective, volume, spatial relationships, and composition. Drawings can be any physical or digital medium. Drawings must have been completed in the last 3 years.
 - 2) 3 work samples that demonstrate a working ability of digital design software such as Adobe Creative Suite (or something similar). Projects must have been completed in the last 3 years.
 - 3) 5-10 art or design projects that demonstrate the following range of 3D & 2D design principles: color theory, composition, line, shape, form, abstraction, and fine craft. These can be completed in any physical or digital medium. Projects must have been completed in the last 3 years.

Tips for building and creating a digital portfolio:

You must use either Google Slides or PowerPoint to construct your portfolio and export the file as a PDF for submission. See below image for example of slide layout. Do not use Microsoft Word to construct your portfolio as this program is not suited for displaying images.

SAVE your portfolio file as: LastName-FirstName-Portfolio-Design.pdf

- If you are looking to add to your portfolio, research personal graphic design project ideas online.
- Use high quality images and photograph your artwork against a white background. Using white poster board or a large sheet of white paper is effective.
- To increase light in your photographs, photograph your work outside on a sunny day around noon to avoid intense shadows. You can also photograph your work inside next to a large window.
- Stand on a chair or step ladder to photograph your work from above. Avoid photographing your work at an angle.
- When photographing your work instead of zooming in on your camera or phone, move the camera as close to the artwork as possible to fill the screen and then take the photo.
- After you have taken your photos, you can slightly adjust brightness and contrast in any photo editing program.
- Crop your photos to only show the artwork and remove any background, mat, or frame.
- Proofread for any spelling or writing errors.

Submit your PDF portfolio at design.wcu.edu

Example Slide Layout:

