

BFA with Emphasis in GRAPHIC DESIGN – Portfolio Application

**please note that there are 2 separate BFA degree emphases for Portfolio submissions:
Studio Arts & Graphic Design.*

The BFA with Emphasis in Graphic Design requires each student to formally apply with a portfolio of work. Students need to submit their entrance portfolio during the spring semester of the Freshman year or the fall semester of the Sophomore year. Acceptance is mandatory prior to enrolling in Graphic Design emphasis studio classes, beyond ART 270 Communication Design.

- Transfer students must submit their entrance portfolio via the Acceptd platform, prior to enrolling in the Graphic Design emphasis program. Refer to <https://www.wcu.edu/learn/departments-schools-colleges/fpa/artdesign/about-the-school-of-art-and-design/index.aspx>
- Incoming students can submit their entrance portfolio prior to enrolling in classes at WCU, via the Acceptd platform. Refer to <https://www.wcu.edu/learn/departments-schools-colleges/fpa/artdesign/about-the-school-of-art-and-design/index.aspx>
- **Due date for Fall 2021 is 9/24/21 by 11:59:00.**
- **Submission Instructions for CURRENT WCU students:**
- **Place your work in a PowerPoint presentation (one image per slide with the essay at the end). Please refer to the required content in the Guidelines document.**
- **Title your PowerPoint: [YourName]-GraphicDesign-BFAportfolio-9-24-21**
- **Upload your finished PowerPoint onto the OneDrive.**
- **For OneDrive support visit: <https://support.microsoft.com/en-us/onedrive>**
- **Share your PowerPoint with Erin Tapley, etapley@wcu.edu**

Students should contact the Graphic Design coordinators, Professors Mary Anna LaFratta at lafratta@wcu.edu and John Seefeldt at jseefeldt@wcu.edu with any questions.

BFA in GRAPHIC DESIGN Portfolio Requirements:

- 12 to 20 images and/or video of your best work
- Including 3-5 drawings from direct observation
- All files should be labeled and named with your last name, title of work, media, year completed, and size. Example: (LastName_Title_Media_2021_12x24). Your images should not exceed 1280 x 1280 x 72 ppi. Any videos submitted must be less than **250MB** in size.
- Your portfolio can include a variety of media and approaches such as: assignment-based projects, self-directed work and sketchbook work, which often give us information on the applicant's creative process.
- Your portfolio does not need to be major-specific, and can include both 2-dimensional and 3- dimensional work in a variety of media and formats including: paintings, drawings, printmaking, sculpture, ceramics, digital, animation, etc.
- Please **do not include** work that is copied from photographs, uses the grid system or directly replicates any other artist's work (including replicating anime drawings, cartoons, or video game character designs).

Essay

- State your intent to submit your entrance portfolio for consideration into the Graphic Design Program. Write a personal, thoughtful essay about something that has meaning for you. Be honest and genuine. You have a unique background, interests and personality.
- Include an introduction about yourself, talk a little about your existing knowledge of design and or art, or how you think it connects to another discipline you are interested in.
- Describe your skills and ambitions, and what truly motivates you.
- Describe your future goals.