

## BFA PORTFOLIO REVIEW

The aim of the CGA@UIW program is to prepare students for a demanding and competitive profession. Dedication to this goal means that the program must be selective in quantity in order to offer the best quality opportunity that we can.

Because the Computer Graphic Arts program requires a specific set of skills, **all** students planning on entering the either the Web/Print or 3D Animation tracks in the Computer Graphic Arts Program must submit a portfolio for review in order to be admitted to the Computer Graphic Arts major and to their track area.

Portfolios will be reviewed at the end of the Foundations year. Transfer students who wish to start in the track classes must submit a portfolio at the scheduled portfolio review time the SPRING semester before they plan to attend.

**Each year, a limited number of students will be admitted to the track level. Only those passing the review will be allowed to register for track CART courses.**

*Since the number of applicants and their desired track will vary each year, passing grades in Foundations year classes will not guarantee admission to the track classes.*

Students who do not pass the portfolio review may resubmit a portfolio the following year. It is strongly recommended that you retake some or all of your CART foundations classes to enhance your skills before resubmitting your portfolio.

WHAT GOES INTO YOUR PORTFOLIO:

### 1) Projects from (See detail handout for presentation format):

#### 3D Animation Students

- CART 1301 – Introduction to CART
- CART 1302 – Digital Imaging
- CART 2301 – 3D I: Modeling

#### Graphic Design Students

- CART 1301 – Introduction to CART
- CART 1302 – Digital Imaging
- CART 1380 – Foundations
- CART 1390 – Typography

### 2) A selection of 3-5 pieces from

- ARTS 1301 – Drawing I
- CART 3325 – Gesture for Animators (if taken)

### 3) A current (unofficial) transcript

The primary criteria used in making selections for admission into the graphic design program will be the work presented in the portfolio from CART 1301, 1302, 1380, & 1390.

PORTFOLIOS WILL BE EVALUATED ON HOW WELL EACH STUDENT HAS DEMONSTRATED:

#### Understanding of Design and Aesthetics

- visual organization, composition
- understanding of color, value, and texture
- attention to detail

#### Visual problem solving

- creativity, imaginative thinking
- range and variety of ideas
- development and improvement of concept

#### Skills

- craft and hand skills
- drawing, observation
- technical skill with tools and materials
- quality of execution, care for the appropriate presentation of your work

**Work ethic.** In addition to your projects, there will be an assessment of class preparation and class participation.

- consistent performance as reflected in class preparation
- participation and interest in your own work and that of others

#### Overall quality of visual presentation

#### Critical analysis and research skills

Secondary criteria used in the selection process will be an assessment of work from ARTS 1301 *and your overall success in other University courses.*

#### PRESENTATION & DEADLINES

All work must be submitted in portfolio case with your name on the outside of the portfolio.

Portfolio's will be turned in to The Office of the Dean of the School of Interactive Media and Design (AD 112) between the hours of 8 AM—4 PM, Monday, May 2nd through Thursday, May 5th, 2011.

**All portfolio's must be complete and turned in before 4 PM, Thursday, May 5th in order to be considered for review this year.**

**\*Portfolio's should be picked up May 9<sup>th</sup>, 2011.**

There will be an evaluation sheet in each portfolio when you pick it up.

This sheet will have a 0-4 "ranking" on each of the evaluation criteria and will inform you whether or not you have been admitted to the CGA@UIW major and cleared to take track CART courses. A letter will follow confirming your status.

Name \_\_\_\_\_ Student ID# \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Applying for admission to the Computer Graphic Arts program in the \_\_\_\_\_ track

Admitted to the Computer Graphic Arts Program for the Fall semester \_\_\_\_\_.

Not admitted to the Computer Graphic Arts Program track level classes for the Fall semester.



**PORTFOLIO EVALUATION:**

This evaluation is provided to assist students in understanding their individual strengths and weaknesses. 4 is the highest rating in each category.

**Understanding of Design and Aesthetics**

• visual organization, composition	0	1	2	3	4
• understanding of color, value, and texture	0	1	2	3	4
• attention to detail	0	1	2	3	4

**Visual problem solving skills**

• creativity, imaginative thinking	0	1	2	3	4
• range and variety of ideas	0	1	2	3	4
• development and improvement of ideas	0	1	2	3	4

**Skills**

• craft and hand skills	0	1	2	3	4
• drawing, observation	0	1	2	3	4
• software and technical skills	0	1	2	3	4
• quality of execution, care for the appropriate presentation of your work	0	1	2	3	4

**Work ethic**

• consistent performance as reflected in class preparation	0	1	2	3	4	NA*
• participation and interest in your own work and that of others	0	1	2	3	4	NA*

**Overall quality of presentation**

0	1	2	3	4
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**Critical analysis and research skills**

0	1	2	3	4	NA*
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\*NA is used in evaluating portfolios submitted from transfer student applicants in which this information is not available.