



FALL 2012
PORTFOLIO GUIDELINES:
GRAPHIC & DIGITAL DESIGN DIPLOMA

WHAT IS A PORTFOLIO?

A portfolio is a compilation of works in various media which reflect your creative processes, interests, skills, and artistic development. Some applicants will have been developing their portfolios for a number of years, while others will be approaching this activity for the first time. Your ability to edit your work is an important factor in compiling a portfolio and the following guidelines will assist you in selecting work for your submission. Selecting works that show evidence of technical skills, conceptual development, diversity in techniques, and variety in subject matter is recommended.

PUTTING IT TOGETHER

Hard copy work must be submitted and secured with a flat covering no larger than 36 x 30 inches (76 x 91.5 cm); cardboard is acceptable. Work should be presented flat and unframed, not loose, rolled or mounted. Digital submissions should conform to the guidelines on the reverse of this sheet.

Please check that you have done the following:

- Portfolio is clearly labeled with your name and contact information.
- Each individual piece is numbered and labeled on the back with your name and phone number. Numbers must correspond to the required List of Works.
- Documentation Guidelines on reverse have been followed for all work included.

REQUIRED ARTWORK

We ask for a total of six creative pieces: a workbook, one required theme piece, and four chosen projects. Work may be hard-copy or submitted digitally on CD (see reverse for guidelines).

- Workbook/Visual Journal**
This workbook should demonstrate an exploration of your artistic ideas, and should begin at least three months prior to submission. Entries may include sketches, plans, drawings, clippings, quotes, mark-making explorations with various materials, creative writing, essays, etc.
- Required Project**
Design and produce a piece of graphic artwork in any medium that deals specifically with your identity. Who are you? Where do you come from? Where are you going? Through exploring identity, one gains further understanding that experiences and self-perception are mediated by social identity, relationships, and place. The work that you produce should transcend a purely aesthetic approach to this subject, and encompass a detailed critical exploration of this idea. Work may be 2-dimensional, 3-dimensional, or time-based.
- Creative Projects**
Please choose four works that you feel best show your creative spirit. A combination of work in more than one design medium is welcomed, as are non-traditional materials.

REQUIRED DOCUMENTATION

Please include these three written submissions in your portfolio, in addition to your studio work:

- List of Works** on one page that includes:
 - Number of each artwork (corresponding to number on the artwork)
 - Date completed, title, media, and dimensions
 - Any brief comments you'd like to include explaining the work.
- Essay:** Write a 250 word essay on Graphic Design as a career. *This is in addition to any written submissions included with the creative portion of the portfolio.*
- A resume:** Items listed may include education, work experience, volunteer activity, travel, languages, exhibitions, and other interests. Please note your name, address, phone number, and email at the top of the resume. No letter of reference is necessary.

GUIDELINES FOR DIGITAL SUBMISSIONS

Oversized, fragile, or 3D works may be photographed and submitted as digital or analog still images:

- Make any digital files are both PC and Mac compatible
- Submit jpeg files only, saved with maximum quality
- Attempt to keep file maximums at 1024 x 768 pixels and/or 1MB, with 300 dpi max
- Number your images so that they correspond to your List of Works
- Identify CD or DVD with name & contact information
- Hard-copy photographs are acceptable

If you are submitting video/audio files:

- Files must be accessed with QuickTime, ShockWave, or Flash
- Files must not be longer than 3 minutes, including excerpts from longer works

PLEASE DO NOT:

- Submit any type of presentation such as PowerPoint or slideshows
- Submit zipped files or email files
- Alter digital documentation of hard-copy work in Photoshop or any other way; images must truly represent the work
- Submit more than two views of any single piece of work

NOTE FOR DISTANCE AND INTERNATIONAL APPLICANTS: Please use these guidelines to submit a portfolio by mail. You may submit a digital notebook by digitally documenting 20 pages of your workbook and saving the images to your CD. If you are not sure if you qualify as a distance applicant, confirm with our department assistant, vicki.bolan@ufv.ca , 604-854-4543.