

# Portfolio Requirements

Graphic and Digital Design (GDD) Diploma

## What is a Portfolio?

Your best work! A portfolio is a compilation of work created in various mediums that reflect your talent, creative process, knowledge, skills and interests. An entry portfolio for UFV's design programs include both visual and written requirements.

The GDD Diploma is a limited intake program with 20 seats available each fall on the Mission campus, and 10 seats available each winter on the Abbotsford campus. Early submissions have priority in the review process. Incomplete portfolios may compromise your acceptance into the program. If your portfolio does not meet the criteria, you may be asked to attend an interview and submit additional requirements for reassessment.

## Portfolio Submission Checklist:

- **Apply to UFV:** <https://www.ufv.ca/admissions/apply/>  
*Application deadline Winter semester intake (Abbotsford Campus): September 30*  
*International students: September 1*  
*Application deadline Fall semester intake (Mission Campus): April 30*  
*International students: April 1*
- **Portfolio:** 10 to 12 pieces of original work. Minimum three mediums.
- **Resumé**
- **Two Reflections:** One design topic and one designer: 150 words for each.
- Portfolios are submitted digitally through the SlideRoom portal, accessed through the UFV website at <https://www.ufv.ca/graphic-design/privacy/>
- **Portfolio Deadlines:**  
*Winter semester intake (Abbotsford Campus): September 30*  
*Early submissions and International student portfolio submissions: September 1*  
*Fall semester intake (Mission Campus): April 30*  
*Early submissions and International student portfolio submissions: April 1*

## [Graphic Design Program Details](#)

Interested in pursuing the Graphic and Digital Design (GDD) Major in the BFA degree?

The diploma ladders into the GDD Major. Contact the BFA Academic Advisor to discuss further.

## BFA Program Details

[https://www.ufv.ca/calendar/current/ProgramsF-L/FA\\_BFA.htm](https://www.ufv.ca/calendar/current/ProgramsF-L/FA_BFA.htm)

Want some feedback on your portfolio before you submit it?

Join us at an upcoming information night.

<https://www.ufv.ca/graphic-design/how-to-apply/>

If you have any questions, please contact:

Academic Advisor

Paula Funk

[paula.funk@ufv.ca](mailto:paula.funk@ufv.ca)

Advising Centre: S3117

604 504 7441 x 4722

## What should I include in my portfolio?

### 10 to 12 Pieces

Original work  
At least three different media

- Visual pieces should depict a variety of subject matter — representational, informational, and/or conceptual as well as a mix of styles and media (traditional/tactile and/or digital).
- Examples of media include paint, pastel, graphite, pencil crayon, photography, digital applications, video, collage, print making, writing, publications, and non-traditional materials.
- Include personal projects as well as school projects.
- Include a short written description for each piece.
- Submit the process for at least one project. This may include sketches from your sketchbook, image sources, exploration, notes, inspiration and research for one of your finished pieces. Assemble in a multi-page document (one of the 10 to 12 pieces).
- Need a little help with your portfolio submission? Request a [portfolio design kit](#).

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## How should I submit my work?

<p>Online through the SlideRoom Portal</p>	<p>Please submit your portfolio using the SlideRoom portal. Portfolio submission link: <a href="https://www.ufv.ca/graphic-design/privacy/">https://www.ufv.ca/graphic-design/privacy/</a></p> <p>Examples of acceptable formats for visual pieces:</p> <ul style="list-style-type: none"> <li>• Jpeg, pdf, or tiff formats</li> <li>• URL link to a specific work (video)</li> <li>• The process submission can be a multi-page pdf document.</li> </ul>
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## What else do I need to submit?

<p>Three Reflections: 1. One topic 2. One designer 150–300 words each Post in SlideRoom where indicated</p>	<p><b>One topic</b></p> <ul style="list-style-type: none"> <li>• Write a reflection on a <b>topic</b> or <b>subject area</b> that interests you.</li> <li>• Images must be included.</li> <li>• End with a question related to the topic you chose.</li> <li>• Cite the URL and any additional references.</li> </ul> <p><b>One designer</b></p> <ul style="list-style-type: none"> <li>• Write a reflection on a <b>designer</b> who inspires you.</li> <li>• Images may be included.</li> <li>• End with a question for the designer you chose.</li> <li>• Cite the URL and any additional references.</li> </ul>
<p>Resumé</p>	<p>Begin with your contact information and provide a list of your education, work experience, volunteer activity, travel, languages, exhibitions, skills, and other interests. No references are required.</p> <p>Submit PDF into SlideRoom where indicated.</p>

## How will my portfolio be assessed?

<p>7 Criteria Scale of 1 to 5</p>	<p>Portfolios are assessed by design faculty on a 1 to 5 scale (5 Excellent) for each of the criterion listed below:</p> <ul style="list-style-type: none"> <li>• Creativity: imaginative and original ideas</li> <li>• Experimentation and exploration: personal projects as well as school projects, shows process for one piece, explores composition</li> <li>• Minimum of 3 mediums: animation, video, audio recordings, photography, collage, sculpture, fibre-based works, designs for websites, performance art, painting, drawing, print media, experimental work or mixed media.</li> <li>• Range of subject matter: conceptual and representational</li> <li>• Written reflections: demonstrate some knowledge of design practice, your writing ability and interests</li> <li>• Resumé: clarity and attention to detail</li> <li>• Following instructions: quality and completeness of the submission</li> </ul>
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## Resource List:

- AIGA:  
[www.aiga.org/](http://www.aiga.org/)
- GDC: Graphic Designers of Canada:  
[www.gdc.net/](http://www.gdc.net/)
- RGD: Registered Graphic Designers  
[www.rgd.ca/](http://www.rgd.ca/)
- SEGD: Society for Experiential Graphic Design  
[segd.org/explore-experiential-graphic-design](http://segd.org/explore-experiential-graphic-design)
- Applied Arts:  
[www.appliedartsmag.com/](http://www.appliedartsmag.com/)
- Brand New:  
[www.underconsideration.com/brandnew/](http://www.underconsideration.com/brandnew/)
- Eye Magazine:  
[www.eyemagazine.com/](http://www.eyemagazine.com/)
- Fast Company:  
[www.fastcodesign.com/](http://www.fastcodesign.com/)
- Print:  
[www.printmag.com/](http://www.printmag.com/)
- Communication Arts:  
[www.commart.com/](http://www.commart.com/)
- IXDA:  
[www.ixda.org/](http://www.ixda.org/)